



 **TypeCoach**  
**SALES REPORT**

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**SPONTANEOUS**  
**SENSITIVE**  
IMAGINATIVE IDEALISTIC  
**ENERGETIC**  
INSIGHTFUL  
**ENFP**  
COLLABORATIVE

GREGARIOUS  
VISIONARY  
CASUAL

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## IDEA GENERATORS, FUTURE-FOCUSED

ENFPs are “idea generators” much more than they are “detail people.” Often ingenious designers of “win-win” solutions that have a long-term positive impact on people, ENFPs are a continuous source of “out of the box” ideas. Exceptionally optimistic, ENFPs, more than any other type, believe that everything is possible. There are two phases of most projects or meetings: 1) the initial “big picture,” “vision setting” stage; and 2) the logistics or “action items” stage. Innovative visionaries, ENFPs shine during the former, gaining much more energy from envisioning future possibilities and idea generating than from completing concrete tasks. They tend to lose steam toward the end of projects when everything is decided and only the final execution steps remain, particularly when this involves handling details. ENFPs report that remembering random specifics is not a natural gift. As a result, they tend to rely heavily on copious note-taking for things like “action items” and logistics.

## INSTANT RAPPORT, HIGH ENERGY

Insightful, humorous, and highly energetic with “the gift of the gab,” ENFPs as a group tend to develop rapport with others faster than any other type. They intuitively “get” what makes others tick, and then swiftly and naturally adapt their approach accordingly. Their exceptional social skills, genuine warmth, passion, and infectious enthusiasm draw others to them. They spend a great deal of time connecting on a “personal level” in their work relationships, and maintaining a large professional network. ENFPs are “people” people who become drained by long stretches of time working alone. They need the stimulation of a collaborative environment to feel energized and to be able to “fire on all cylinders.” ENFPs think best out loud, and generate ideas most easily in group brainstorming sessions.

## ENFPs THRIVE MOST IN ROLES THAT PROVIDE

- A team of people they like and admire
- A fun, relaxed group willing to share a laugh
- Lots of variety in daily activities
- Support to assist with administrative matters



## EMPATHETIC, GENEROUS, INSPIRATIONAL

Generous and empathetic, ENFPs have a special gift for leaving others feeling inspired and valued for their unique gifts. ENFPs naturally provide energetic support, appreciation, and positive feedback to others. As people who “aim to please,” ENFPs feel a surge in motivation when they themselves also receive regular and genuine compliments. ENFPs love to inspire others to gain a new perspective and reach their maximum potential. As the MOST idealistic type, they would rather err more on the side of giving others the benefit of the doubt, and thus usually meet others well more than half way.

## CASUAL, SPONTANEOUS

Flexible, casual, spontaneous, and easy going, ENFPs love surprises and tend to leave their options open as long as possible. ENFPs might struggle a bit to stay organized, and they can be easily distracted from the task at hand.

## EMOTIONALLY INTELLIGENT, SENSITIVE

Staggeringly perceptive, ENFPs are one of the types MOST highly attuned to the emotional reactions of others (and their own feelings as well). Their insights into the emotions at play, and motivations behind behavior, are usually amazingly accurate. They naturally put others needs before their own, and often go well out of their way to maintain harmony in their relationships. ENFPs develop thicker skins over the course of their career, but generally they tend to take criticism personally, and may read more into feedback than was intended.

## ENFPs ARE THE PERSONALITY TYPE MOST LIKELY TO:

1. Develop instant rapport with a stranger
2. Find that others readily share personal information with them
3. Decide by involving others; value consensus
4. Be seen as optimistic, idealistic and emotionally intelligent
5. Follow their “gut” or hunches without concrete facts
6. Build consensus
7. Create a collaborative, team environment
8. Be able to adapt their style to each situation or person
9. See life as a fun adventure with endless possibilities
10. Be a celebrity musician, talk show host, or theater actor



## GENERAL SALES APPROACH

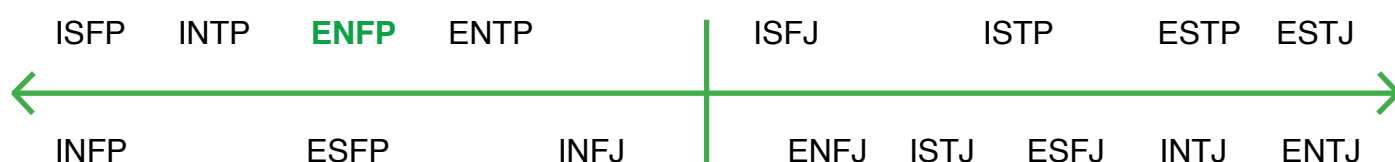
ENFPs tend to have an open, playful, passionate, and high-energy approach to sales. Blessed with the gift of being able to adjust their style to accommodate how others communicate, they have an easy time connecting well with a vast array of different personality types. Talkative and approachable, they have perhaps the easiest time of all types creating strong relationships with their clients and have fun while doing it. High level, visionary, and inspiring (when they believe in what they are selling), ENFPs have a harder time with clients who want a lot more detail and the step-by-step, logical approach.

## OPENING AND CLOSING

As one of the most well liked types, ENFPs are naturally gifted at opening many new relationships. They are often surprised at how much more direct and closure-oriented they are able to become as they gain experience.

### Natural Openers

### Natural Closers



## EARLY VS. LATE ADOPTERS

ENFPs are usually early adopters of new approaches and ideas. They like to try new things, innovate, and are willing to take risks. ENFPs may struggle with those who take a more measured process.

## TOP 7 WAYS ENFPs CAN BE MORE EFFECTIVE IN SALES

1. Write everything down
2. Answer client questions directly and specifically
3. Ask more tough "closing" questions than is natural for you
4. Partner with detail-oriented colleagues for help preparing key meetings
5. Solve conflicts earlier – don't wait too long when things get off track or tempers flare
6. Leave extra time between meetings for the unexpected
7. Watch out for taking things too personally – both on the team and with clients



### FACE-TO-FACE STRENGTHS

- Being perceived as friendly, open, agreeable, and likeable
- Adjusting to different communication styles and being flexible in general
- Making a strong personal connection; getting to know clients deeply

### FACE-TO-FACE CHALLENGES

- Remembering key details that weren't written down
- Delving into sufficient technical specifications for detailed clients
- Avoiding clients you don't like on a personal level

### TEAM STRENGTHS

- Building a collaborative, fun, and collegiate environment on the team
- Creating and conveying a powerful "what might be" vision to the team
- Adjusting their style to accommodate a wide range of different personalities

### TEAM CHALLENGES

- Staying organized and following through on commitments
- Setting and maintaining realistic expectations about timing and projections
- Managing client expectations; sticking to deadlines

### PROCESS STRENGTHS

- Revving up interest and excitement at the outset of a new engagement
- Generating creative ideas to overcome sales concerns/objectives
- Finding and inspiring the right people to get involved

### PROCESS CHALLENGES

- Updating sales reports, expense account submissions, etc.
- Managing travel, arriving on time, and leaving sufficient margin of error
- Repeating routine procedures

## TOP 5 POTENTIAL ENFP STRENGTHS

<b>Generating Ideas</b>	Perhaps more than any other type, ENFPs generate a constant flow of out-of-the-box ideas, especially when brainstorming with others. Find ways to increase the percentage of your time spent generating ideas, as this is what keeps you most inspired, engaged and passionate.
<b>Reading People</b>	ENFPs are very adept at quickly assessing what others are thinking and feeling, as well as what motivates them. They do not miss subtle clues in body language or tone of voice, and have a knack for getting others to share personal information.
<b>Customizing Communication</b>	ENFPs are the chameleon type – incredibly flexible – and able to very quickly adjust their style, facilitating communication. The enthusiasm and humor of ENFPs makes them highly engaging presenters. Seek out opportunities to stretch yourself in this area (i.e. negotiations, facilitating, coaching, presentations, training).
<b>Building Consensus</b>	Of all the personality types, ENFPs are perhaps the most naturally adept at persuading others to get on board with new ideas/plans. When there is tension between individuals who don't necessarily see eye-to-eye, ENFPs are gifted at helping them understand and be more sympathetic to the others' position.
<b>Collaboration</b>	ENFPs are very open to the input of others, and have a naturally collaborative approach that typically brings out the best work from others. They love working in groups, and are naturally gifted at helping everyone on the team feel that their opinion and perspective is valued. Teams with ENFPs tend to work much more smoothly and collaboratively than those without.

## TOP 5 POTENTIAL ENFP CHALLENGE AREAS

<b>Being Organized</b>	It is common to meet ENFPs who struggle to keep track of key to-do items, projects, or deadlines. They also often have a love/hate relationship with technology, which may not help their sense of organization. Most effective ENFPs have found repeatable processes and habits to help organize and prioritize their projects.
<b>Working with Detail People</b>	Most ENFPs find that working with or discussing a lot of details, step-by-step procedures, and repetition can be difficult for them. It is worth the extra effort to provide more specifics to satisfy your more detail-oriented colleagues.
<b>Managing Conflict</b>	ENFPs are passionate, especially about their values. They care deeply about their ideas and beliefs, and can have strong reactions emotionally. Working to take things less personally and to react less intensely in the moment is worthwhile. When you feel very emotional, taking 24 hours before responding can be helpful.
<b>Finishing the Last 5%</b>	The initial brainstorming, idea generating, and goal-setting stage of any project is typically the most exciting to an ENFP. The final stages of a project, mostly executing details, can be a particular challenge. It may be helpful to schedule uninterrupted time to finish the last pieces, or partner with a detail person who excels at finishing.
<b>Balanced Decision Making</b>	ENFPs are naturally in tune with peoples' emotional reactions to things, so they tend to make decisions based heavily on feelings. Considering the pros and cons, taking a close look at the data, or checking in with a logic-driven colleague could be helpful.

## TOP 10 ACTIONS ENFPs CAN TAKE TO BECOME BALANCED

1. Consider the facts or logic longer than you are naturally inclined to
2. Respond directly to each statement others make, before going off on a tangent
3. Follow through! Follow through! Follow through!
4. Jot down the pros and cons on paper when making big decisions
5. Develop and maintain a system for organizing emails, papers, and your calendar
6. Keep ONE bound "Meeting Notebook" for taking notes, and include a "to do" list, starting from the back page
7. Write down details, or you have less than a 20% chance of remembering them
8. Set deadlines for decisions to avoid "analysis paralysis"
9. As soon as a task comes across your desk, decide if you can delegate it – if so, delegate it immediately
10. Wait 24 hours before responding if you have a strong emotional reaction to a situation or email

### STRESS TRIGGERS FOR ENFPs

- Keeping track of an overwhelming amount of individual facts or details
- Aggression or lack of sympathy from others
- Physical exhaustion
- Having to make a decision before they are ready to

### ENFPs EXPERIENCING EXTREME STRESS

- Obsess about unimportant details (tunnel vision)
- Experience chronic anxiety; worry
- Become passive aggressive
- Withdraw; lose enthusiasm and optimism

### STRESS SOLUTIONS FOR ENFPs

- Get caught up on your rest (ENFPs reach exhaustion more quickly than many other types)
- Get a change of scenery or outside stimulation
- Participate in sports or enjoyable activities that put you "in the moment"
- Prioritize a "to do" list and delegate what you can
- Speak with a friend who will share optimism about your future possibilities



## ENFP COMMUNICATION DRIVE

ENFPs tend to be motivators. They are driven to facilitate involvement from team members on order to build buy-in to the end result. They naturally reach out to others and believe it is worth the time it takes to get people engaged. They tend to focus on movement towards the goal and trust that, with the group committed, the correct goal will emerge. They tend to prefer to gain input from others by using statements, making suggestions and sharing thoughts rather than by telling people what to do and are constantly aware of who is connected and who is not.

ENFPs drive tends to result in consensus decisions in that they prefer everyone to be working towards the same goal, and will take the time to interact with others to gain their consent to the goal. If they have not been able to get others to buy-in, or they perceive that they are not interested, they may become over-enthusive and push even harder for a positive response.

## ENFP COMMUNICATION STYLE STRENGTHS

- Energetic and expressive communicators who demonstrate interest in and learn about others by asking open questions.
- Able to empathetically “tune in” to team and group energy, read between the lines, and intuitively recognize others commitment and/or interest in a task.
- Sense of humor and liveliness is infectious.
- Excel at engaging and keeping a group moving positively towards a goal.
- Their use of statements, suggestions and observations can stimulate multiple inputs.

## ENFP COMMUNICATION STYLE CHALLENGES

- May appear scattered and unfocused when they jump into exploring new possibilities to engage the group.
- May use too many words, particularly when they perceive others are not engaged.
- Involving style and use of statements might appear unclear to others on specifically what action needs to be taken.
- Their sense of fun might be judged by others as too frivolous.
- May jump into new ideas, especially if the group is interested, and then fail to follow through as enthusiasm drops.

## TIPS FOR IMPROVING COMMUNICATION

- Understand that the constant exploration of new ideas might be tiring to others, so try to consciously “rein in” your natural enthusiasm to give others time to digest thoughts.
- Practice being more explicit and direct when you want something so that you reduce misunderstandings.
- Try to maintain more focus when engaging with others, or, if you jump topics, explain the connection between what might appear to be unrelated topics.
- Monitor the amount of words that you use – particularly if you think the other person, team or group is unresponsive.
- Make sure you give other styles time to reflect and not make a judgment that they are not interested – they may just be thinking!



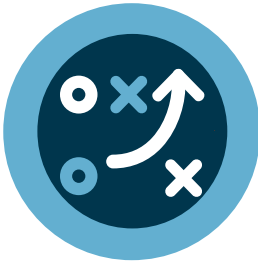




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## ADDITIONAL TYPECOACH OFFERINGS



### ONLINE COACHING VIDEOS

A series of engaging coaching videos featuring Rob Toomey, President of TypeCoach, covering the top 5 ways to maximize your career potential as an ENFP. These practical, actionable strategies and tips can be applied tomorrow.



### TYPE-TO-TYPE ONLINE TOOL

Interactive tool that provides Top 10 Tips for communicating and working effectively with any individual based the unique combo of YOUR type and THIER type (i.e. ENFP with ISFP).



### IN PERSON TRAINING AND COACHING

Please contact us to learn about our keynote talks, facilitator led training programs and executive coaching.

Our signature training program teaches two skills:

1. The ability to quickly identify key aspects of an individual's personality type.
2. The ability to tailor your communication with each individual to have the maximum impact based on their personality type.

Our Team programs help groups maximize the effectiveness of their team given their type dynamics. Our Master Classes are customized to the group, and can cover a variety of topics including: Stress, Change Management, Innovation, as well as Conflict Resolution.