

# STYLE & Versatility

by industry

CONSUMER PRODUCTS



24% analytical



21% driving



18% amiable



36% expressive

The consumer products industry features an interesting distribution of Styles. The Expressive Style outweighs all others at 36%, and the remaining Styles are represented fairly evenly between 18%-24% each. This industry relies on Sales and R&D for success, which can provide insight into why the different Styles are distributed in this way.

intro

draws

Success in consumer products relies to a great extent on sales, and specifically on the ability to stir up excitement and word-of-mouth advertising for products. The excitement of speaking with new people about hot new items can appeal to Expressive Style people, as can the ability to share their personal opinions about new products and trends.

R&D

The distribution of Style shows that all Styles contribute their unique strengths to the success of consumer products companies. Expressive Style people fuel the sales efforts of these organizations, which often make up a large part of their strategic growth plans. Analytical Style people can lend their focus and precision to Research & Development efforts. Driving Style people can help to ensure that R&D tasks remain on schedule and sales quotas are consistently met.

strengths

#12

versatility

Versatility scores in the consumer-products industry rank in the median range compared to the 26 other industries profiled in TRACOM's research, coming in 12th place. This shows that people in this industry possess strong skills in understanding others' needs and preferences in their interactions, but that there is still room for improvement. Moving from the median range to the top third in terms of Versatility can give an organization a distinct advantage against others in the same industry.

Although the Expressive Style is most highly represented, research shows that all Styles are represented at some level, proving that each Style's distinct strengths and perspectives can be useful in different areas. For example, Amiable Style people are uniquely suited to design consumer products with which people can form emotional connections.



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