Decipher
sales and communication performance

Steve (test)
Sales Checkup · Retail Media
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YOUR ARCHETYPE

The Trust Architect

You read the room before you speak, and you name what others leave unsaid.

Cognitive Empathy
84 · Performing

Emotional Intelligence
78 · Performing



Narrative Persuasion
41 · Developing

Pressure Composure
63 · Practising

Dotted ring marks where Performing begins

You notice the small shifts in tone and pace that others miss, and you have the nerve to put words to them in the moment. Where you're still growing is in the story you tell around the numbers, and in holding your ground when a price or a dashboard gets attacked.

EQ IDENTITY

The Observer

You catch the emotion before it's spoken, watch and wait under pressure, and judge yourself on whether you named the hard thing.

OVERALL SCORE

66 /100 **Practising** · 4 points to Performing

0 50 **70** 85

TRAIT 1 OF 4

Cognitive Empathy

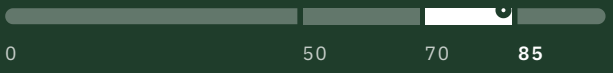
Reading what a buyer is thinking, including what they leave unsaid.



84 /100

PERFORMING

1 point to Elite



WHERE YOU'RE STRONG

When a category manager gives you a flat 'sounds fine', you pause and ask what's sitting behind it. When your own marketing team's answers get shorter, you name the shift out loud. That willingness to say what you're sensing surfaces the real objection early.

WATCH FOR

Because naming what you notice works so well, you can lean on a gentle check-in when the moment calls for putting both sides in one room to compare what each is measured on.

THE GAP

With the brand manager whose yes didn't match their manner, you asked if they had final questions rather than saying the yes didn't sound like one. With the fast approval, you asked what made it easy rather than probing whether pressure was driving the speed.

WHAT'S DRIVING IT

When the signal is non-verbal rather than a word you can quote back, you soften into a safe closing question. You trust what you've picked up, but not yet enough to put the mismatch itself on the table.

FROM YOUR ANSWERS

YOUR BIGGEST STRETCH

The supplier's brand manager agrees to the plan on a video call, but something in their manner doesn't match their words.

YOU CHOSE

Ask if they have any final questions before you wrap up.

→

STRONGER MOVE

Say gently that their yes doesn't sound like a yes, and ask if you've read it right.

YOUR STRONGEST CALL

The supplier's category manager gives you a flat 'sounds fine' after you present your Q4 proposal.

You chose: Pause, then ask: 'You sound a little unsure. What's sitting behind that?'

YOUR ONE MOVE

In your next video call where the words and the manner don't match, say it plainly before wrapping with something like, 'Your yes doesn't quite sound like a yes. Have I read that right?'

TRAIT 2 OF 4

Emotional Intelligence

Reading the emotional temperature of a conversation and shaping it.



78 /100

PERFORMING

7 points to Elite

0 | 50 | 70 | **85**

WHERE YOU'RE STRONG

When your category manager goes quiet after months of being responsive, you read it as their timing shifting rather than a problem to push on. When your merchant pushes back on trade funding, you ask which supplier conversations it's making harder. You stay with the other person's world.

WATCH FOR

Slowing the pace and watching is a strength, but on a call with unspoken tension between an agency planner and a trade lead, watching alone can let the tension harden.

THE GAP

With the brand manager who felt retail media was a sales decision they had to fund, you offered a seat at the next planning session rather than asking what they'd want a say in. With the flat trade lead and the formal agency planner, you went sideways to a colleague.

WHAT'S DRIVING IT

You'd rather gather context before confronting a shift, so you route around the person or offer a structural fix. It feels respectful, but it leaves the person who actually changed without a chance to say why.

FROM YOUR ANSWERS

YOUR BIGGEST STRETCH

The supplier's brand manager says retail media 'feels like a sales team decision we just have to fund.'

YOU CHOSE

Offer to include them in the next joint business planning session.

→

STRONGER MOVE

Ask what they'd want a say in if it were their call.

YOUR STRONGEST CALL

Your own category merchant says your media pitches are eating into their supplier trade funding.

You chose: Ask which supplier conversations it's making harder for them.

YOUR ONE MOVE

Next time someone's tone shifts, go to that person directly within the same week and ask what's changed since last quarter, rather than checking with their colleague first.

TRAIT 3 OF 4

Pressure Composure

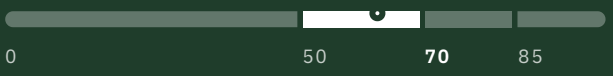
Staying curious, not defensive, when a buyer pushes on price, time or rivals.



63 /100

PRACTISING

7 points to Performing



WHERE YOU'RE STRONG

When your marketing team and a supplier both want the hero banner in the same week, you lay out both commitments and ask what a fair split looks like. When a senior exec calls your network a tax, you acknowledge the feeling and separate media value from shelf access.

WATCH FOR

Staying calm can tip into staying quiet. When a category manager mentions a competing network, acknowledging and moving on can read as not engaging with what they actually want from the comparison.

THE GAP

When the agency planner called your dashboard the most painful one they deal with, you defended it on IAB standards rather than asking which part cost their team the most time. When the brand team attacked your incrementality numbers in front of the CFO, you offered to follow up with methodology later.

WHAT'S DRIVING IT

When your work gets attacked in front of others, your instinct is to protect the number by retreating to the spec or to a follow-up. That reads as flinching, even when the data is on your side.

FROM YOUR ANSWERS

YOUR BIGGEST STRETCH

An agency planner says your reporting dashboard 'is the most painful one we deal with.'

YOU CHOSE

Defend it: 'It's built to IAB standards, so the data's all there if you look.'

→

STRONGER MOVE

Ask which part costs their team the most time each week.

YOUR STRONGEST CALL

Your marketing team wants the homepage hero banner for a retailer campaign in the same week you've sold it to a supplier.

You chose: Stay calm, lay out both commitments, and ask what a fair split looks like.

YOUR ONE MOVE

Write back to that agency planner this week with a short note asking which part of the dashboard costs their team the most time each week, so you can fix the right thing.

TRAIT 4 OF 4

Narrative Persuasion

Turning what you know into a story the buyer remembers and repeats.



41 /100

DEVELOPING

9 points to Practising

0 | 50 | 70 | 85

WHERE YOU'RE STRONG

When you're pitching in-store screens, you walk the room through one campaign where the format clearly worked. That instinct to anchor an argument in a concrete example is the seed of everything else this trait needs.

WATCH FOR

Even your example-led pitch stays at the campaign level. The stronger version drops to one shopper who stopped at the screen and bought, so the room has a human to picture.

THE GAP

Asked why retail media costs more than social, you led with a CPM comparison rather than a story about a sceptical brand won over by the sales data. Briefing a junior category manager to relay your pitch upward, you sent the full deck rather than one line built to survive being retold.

WHAT'S DRIVING IT

You treat clarity as a numbers problem, so under time pressure you reach for figures, decks and summaries. The number feels safer than the story, but it doesn't travel when you're not in the room.

FROM YOUR ANSWERS

YOUR BIGGEST STRETCH

An agency planner asks why retail media costs more than social.

YOU CHOSE

A straight comparison of the CPMs on each platform.

→

STRONGER MOVE

A story about a sceptical brand won over by the sales data.

YOUR STRONGEST CALL

You're pitching an underperforming format (in-store screens) that you believe still has value.

You chose: Walk them through one campaign where the format clearly worked.

YOUR ONE MOVE

Before your next pitch where cost is the question, write one sentence about a specific brand that doubted retail media and changed their mind because of the sales data. Open with that sentence.

DEVELOPMENT ROADMAP

Your next 30 days

Your three lowest traits, lowest first. Each move is on its trait page; this is where to practise it and how you'll know it's landing.

TOP STRENGTH

Cognitive Empathy

84 / 100 · Performing

PRIMARY GROWTH AREA

Narrative Persuasion

41 / 100 · Developing

1 WEEK ONE · PAGE 5

NARRATIVE PERSUASION

☐ Done

PRACTISE IT IN

Use it in your next price or cost objection from an agency planner or brand manager.

YOU'LL KNOW IT'S WORKING WHEN

They ask a follow-up about the brand in your story rather than about the CPM.

2 WEEK TWO · PAGE 4

PRESSURE COMPOSURE

☐ Done

PRACTISE IT IN

Use it the next time an agency or supplier criticises something you built, such as a dashboard or a report.

YOU'LL KNOW IT'S WORKING WHEN

They name a specific part that costs them time, and you leave with one thing to fix.

3 WEEK THREE · PAGE 3

EMOTIONAL INTELLIGENCE

☐ Done

PRACTISE IT IN

Use it with a contact whose tone or formality has shifted in the last month.

YOU'LL KNOW IT'S WORKING WHEN

They tell you what changed on their side rather than their colleague telling you second-hand.

4 WEEK FOUR

BRING IT TOGETHER

☐ Done

RUN THEM TOGETHER

In week four, run all three in one supplier meeting. Use what you notice to name the shift, hold your ground when pushback comes, and carry one short story the room can repeat.

Change shows up in the next conversation, not the next quarter. Pick one move, use it this week, and notice what the buyer does differently.

Want to work on this with a coach? Your sales leader can arrange a session through deciphersales.com.au.

REFERENCE

Glossary

The terms used in your report, defined. These are the same in every Sales Checkup report.

SCORE LEVELS

Developing 0 to 49
The behaviour shows up occasionally, usually when the conversation is easy.

Practising 50 to 69
You know what good looks like and reach for it, but it slips under pressure.

Performing 70 to 84
The behaviour is reliable in most conversations, including difficult ones.

Elite 85 to 100
The behaviour is instinctive, holds under real pressure, and buyers feel it.

THE FOUR TRAITS

Cognitive Empathy
The ability to read what a buyer is thinking, including what they leave unsaid, and to find the real source of their hesitation rather than only sensing it.

Emotional Intelligence
The ability to read the emotional temperature of a conversation and shape it, separating what a buyer says they need from what they privately worry about.

Pressure Composure
How you respond when a buyer pushes on price, timing or a competitor: whether you stay curious and ask, or defend and concede.

Narrative Persuasion
The ability to turn information into a story a buyer remembers and retells, with the client, not the product, at the centre.

YOUR SCORES

Sales Checkup
Decipher's diagnostic. A set of real selling scenarios, each with five possible responses, that measures the four traits behind every sales conversation.

Trait score
Your score out of 100 for one trait, built only from your answers to that trait's scenarios. Each answer is scored 1 to 5 and the average is scaled to 100.

Overall score
The average of your four trait scores. Useful as a headline; the shape of your four scores says more.

YOUR PROFILE

Silhouette
Your four trait scores drawn as one shape. Each quarter grows from the centre by score; the dotted ring marks where Performing begins.

EQ Identity
The emotional move you reach for first when a conversation gets hard, taken from how you describe yourself in the checkup.

Performance Archetype
A name for the pattern your four scores make, usually set by your two strongest traits. It describes how buyers tend to experience you, not a fixed type.

Skill and cause
Each gap is shown with what is driving it: the habit or belief underneath. A gap with a cause is coachable; a gap with only a number is a verdict.

EQ IDENTITIES

The Regulator
Stays calm and logical, and keeps emotion from steering the conversation.

The Edge Builder
Treats emotion as information and looks for what will move the conversation next.

The Observer YOURS
Notices emotion early, reading body language, silence and energy before acting.

The Labeler
Names the emotion out loud, even when it is uncomfortable to say.