



RSC

Rainmaker - Sales Centric Performance Review tm

Examinee: - **JOHN DOE**
Company: - ABC Industries
Date: - January 18, 2010

Sales Development Format

INSTRUCTIONS:

The information contained in this report is designed to assist in understanding and interpreting traits necessary for success in Sales. Read the header information atop each page. This section is designed for Management Review and interpretation and is designed to be used as part of the facilitation process. The development text section is designed to be shared with the examinee.

CONTENTS:

- ◆ Analyst-Link Commentary (*Job Suitability Ranking*)
- ◆ Management Recommendation - Action Plan

CONFIDENTIAL

SAMPLE REPORT

Rainmaker Sales Development Program

INSIGHTS WHEEL - WORK-STYLE GRAPH:

The Success Insights Wheel Graph shows the natural and adapted work-style of the examinee.

BEHAVIORAL HIERARCHY:

Your key traits are shown on this page starting with the examinees greatest strengths and ending with traits that may require additional development.

- ◆ *Ratings of 9.0 to 10. Indicate High levels of competency*
- ◆ *Ratings of 7.0 to 8.5 are Above Average*
- ◆ *Ratings of 6.0 to 6.5 are Average*
- ◆ *Ratings of 5.5 to 5.75 are Marginal/Trainable*
- ◆ *Ratings of 5.0 to 5.5 are Marginal*
- ◆ *Ratings of 4.0 to 4.75 are considered to be Below Average*
- ◆ *Ratings of 3.0 to 3.75 are Poor*
- ◆ *Ratings of less than 3.0 are areas of concern.*

BENCHMARK:

Best results are obtained if a Benchmark is completed to accurately compare the examinee to the requirements of the job.

SUCCESS DISCOVERY PROCESS:

Please insist the examinee review this report and complete an action plan for improvement and fully complete the Success Discovery Process for Sales.

To assist in this effort -

Go to: ***www.analyst-link.net***

Click on the Navigation Link Labeled - ***SDP workbook***

Select and Print out Guide (#18)

Complete the worksheets and create an Action Plan.

ANALYST-LINK COMMENTARY

Overall Job Ranking as: **Sales Representative**

Performance Development Report

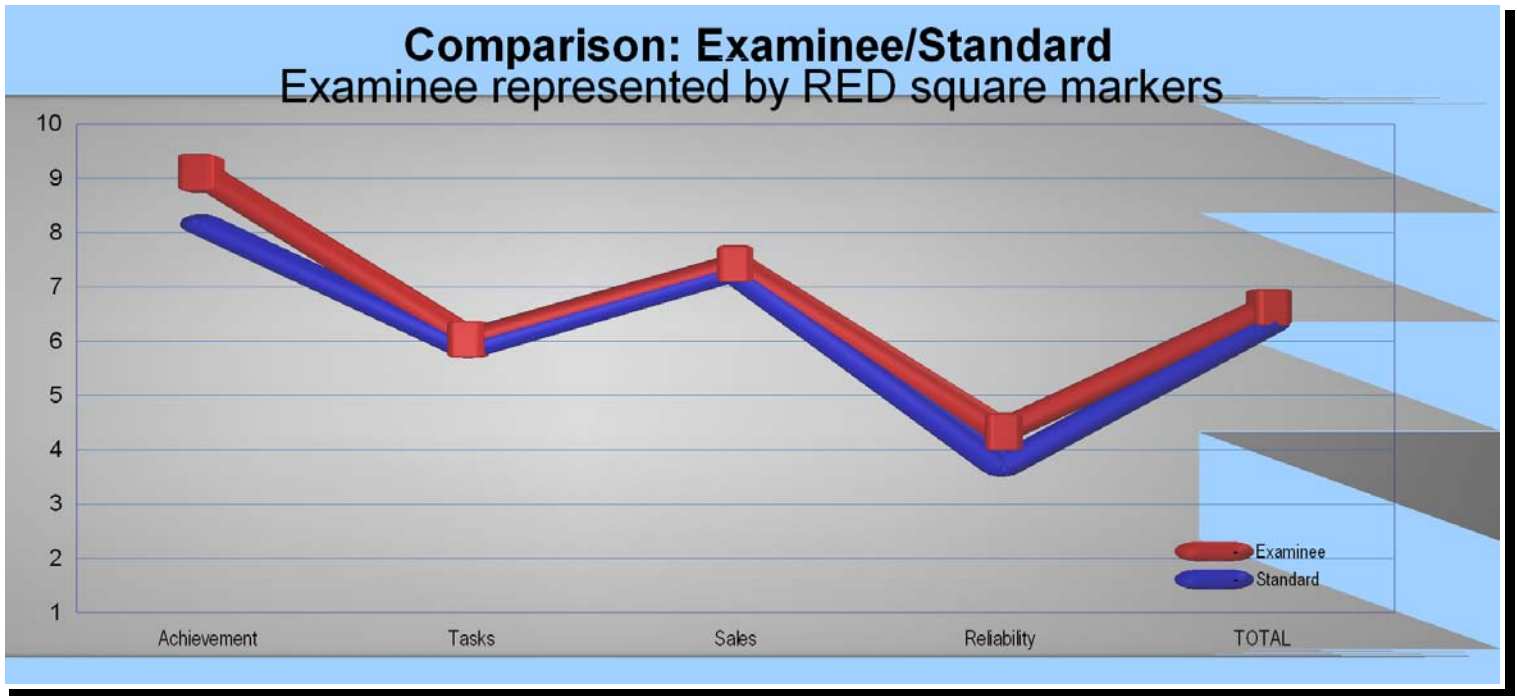
Examinee: **John Doe**

Overall Job Suitability: **94% SUPERIOR**

Post-Hire Standard		Examinee/Comparison to Standard:		
Achievement Factors:	8.14	9.06	SUPERIOR	-Higher
Task/Detail Factors:	5.88	6.04	Acceptable	-Higher
Merged Selling Factors:	7.29	7.40	Above Average	-Higher
Reliability Factors:	3.72	4.37	Below Average	-Higher
COMPENSATING FACTORS:	6.33	6.62	Good	-Higher

Background:

Years of Education: 12
 Number of Jobs in last 10 years: 3
 Number of years in the workplace: 10



NOTES:

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Territory Development Sales

Analyst Comments & Custom Training Guide

John Doe

Overall Behavioral Inventory (Strength) : 77.35%

Job Title: Sales Representative

Merged Selling Skill Rating: 61.50%

Achievement standard for this job: **High**

Traits & Propensities	Standard	Examinee	TRAINING RECOMMENDATIONS
SELLING PROPENSITIES:			
Closing	7.10	9.33	
Handling Objections	8.23	8.42	
Empathy/Listening Skills	7.51	9.00	
Preparation/Thoroughness	6.75	6.68	
Presentations/Communication	8.34	8.61	
Prospecting/rejection	8.23	9.33	
Follow-up/Thoroughness	6.27	6.68	
Servicing after the sale	6.94	7.84	
Sales Propensity Averages->	7.42	8.24	- None
ACHIEVEMENT PROPENSITIES:			
Challenge/Competitiveness	8.97	10.00	
Persuasiveness	8.04	8.52	
Results/Goal Orientation	7.84	9.00	
Self Confidence	7.82	8.66	
Motivation/Self Directed	8.03	9.10	
Achievement Averages->	8.14	9.06	- None
TASK RELATED PROPENSITIES:			
Client Relations/Sociable	7.29	7.84	
Information/Fact Gathering	5.50	5.91	
Paper Work/Reports	4.84	4.37	- Minor review helpful.
Task Propensity Averages->	5.88	6.04	- None
CONSISTENCY/RELIABILITY	3.72	4.37	

- Development Notes:

Existing Employee

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Sales Action Plan Recommendations

NAME: _____

List three areas in which the examinee must focus effort. Select improvement items from the Development Guide , the text report, or the job description.

-
- **FIRST FOCUS AREA:** _____

Action Plan - Steps I will use to achieve improvement goals in this area:

Time frame to achieve this goal:

- **SECOND FOCUS AREA:** _____

Action Plan - Steps I will use to achieve improvement goals in this area:

Time frame to achieve this goal:

- **THIRD FOCUS AREA:** _____

Action Plan - Steps I will use to achieve improvement goals in this area:

Time frame to achieve this goal:

Date: / /

Action Plan Commitment Agreement by: _____ (Examinee)

Supported by: _____ (Manager/Facilitator)

RSC

Rainmaker - Sales Centric Performance Review tm

Salesperson Development Copy

Examinee: - **JOHN DOE**
Company: - ABC Industries
Date: - January 18, 2010

Sales Development Format

> INSTRUCTIONS PART ONE:

The information contained in this report is designed to assist in understanding and interpreting traits necessary for success in Sales. Read the header information atop each page.

This contains information on multiple behavioral dimensions including:

- ◆ *Sales Behavioral Hierarchy (Strengths and Weaknesses)*
- ◆ *Behavioral profile Graph*
- ◆ *Sales Characteristics*
- ◆ *Areas for Improvement*
- ◆ *Action Plan*

Analyst-Link Commentary Distributed by:

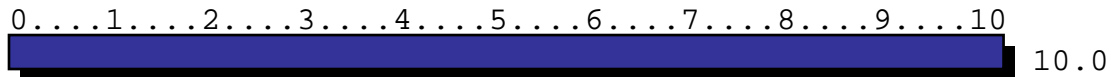
SAMPLE REPORT



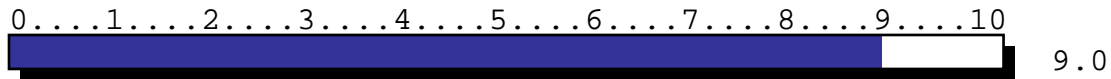
BEHAVIORAL HIERARCHY

The Behavioral Hierarchy graph will display a ranking of your natural behavioral style within a total of eight (8) areas commonly encountered in the workplace. It will help you understand in which of these areas you will naturally be most effective.

1. COMPETITIVENESS



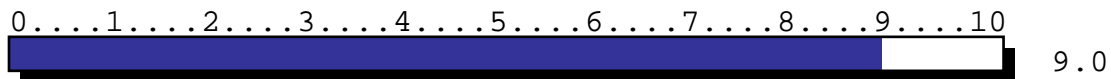
2. URGENCY



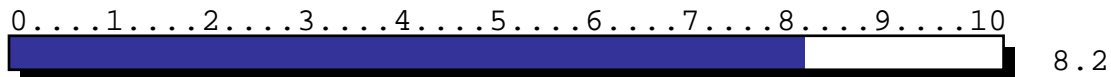
3. FREQUENT INTERACTION WITH OTHERS



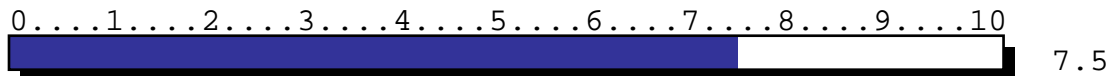
4. VERSATILITY



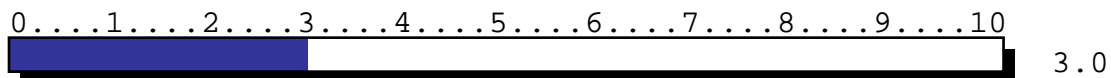
5. FREQUENT CHANGE



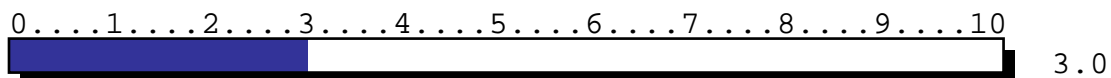
6. CUSTOMER ORIENTED



7. ORGANIZED WORKPLACE



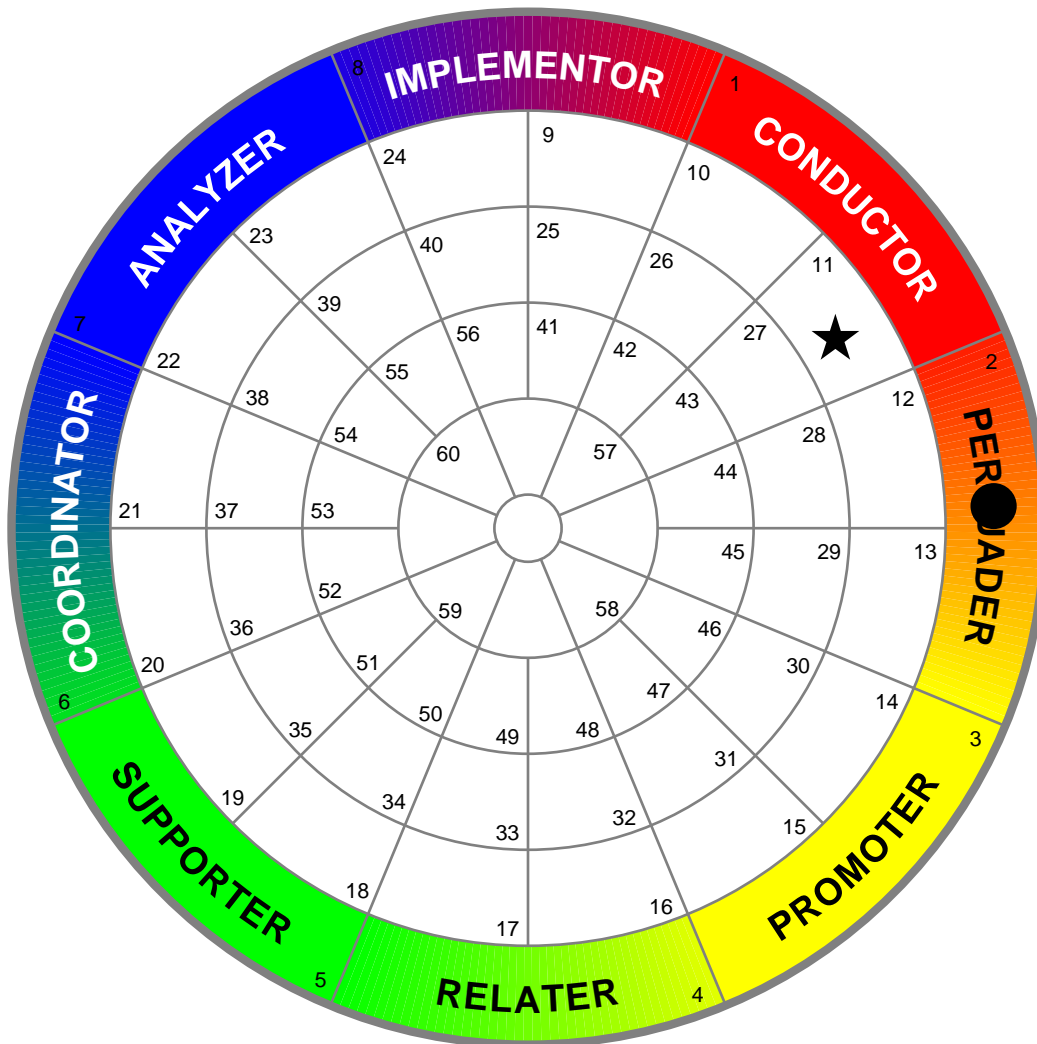
8. ANALYSIS OF DATA





THE SUCCESS INSIGHTS® WHEEL

John Doe
1-18-2010



Adapted: ★ (11) PERSUADING CONDUCTOR
Natural: ● (2) PERSUADER
Norm 2003

Understanding the Rainmaker Sales Development Program

INFORMATION:

Behavioral research suggests that the most effective salespeople are those who understand themselves, both their strengths and weaknesses, so they can develop strategies to meet the demands of their environment.

A person's behavior is a necessary and integral part of who they are. In other words, much of our behavior comes from "nature" (inherent) and much comes from "nurture" (our upbringing). It is the universal language of "how we act," or our observable human behavior.

SUCCESS DISCOVERY PROCESS:

After reviewing this report it is important that you read and fully complete the Rainmaker Success Discovery process for Sales. Understanding how to apply the information contained herein to your sales effort is a vital step to effect performance improvement..

To assist in this effort -

Go to: **www.analyst-link.net**

*Click on the Navigation Link Labeled - **SDP workbook***

Select and Print out Guide (#18)

Complete the worksheets and create an Action Plan.

LINKED PERFORMANCE CATALYSTS

VALUE TO THE ORGANIZATION

IDEAL (Work) ENVIRONMENT

For a person to achieve their optimum value to the organization their ideal work environment needs must be fulfilled. The more closely the organization can provide the "Ideal work environment" the more "Value to the organization" attributes will be realized. The following two pages are closely linked. Please read them carefully.



VALUE TO THE ORGANIZATION

This section of the report identifies the specific talents and behavior John brings to the job. By looking at these statements, one can identify his role in the organization. The organization can then develop a system to capitalize on his particular value and make him an integral part of the team.

- Challenge-oriented.
- Self-starter.
- Creative in his approach to solving problems and selling.
- Tenacious.
- Thinks big.
- Positive sense of humor.
- Optimistic and enthusiastic.
- Forward-looking and future-oriented.



IDEAL ENVIRONMENT

This section identifies the ideal work environment based on John's basic style. People with limited flexibility will find themselves uncomfortable working in any job not described in this section. People with flexibility use intelligence to modify their behavior and can be comfortable in many environments. Use this section to identify specific duties and responsibilities that John enjoys and also those that create frustration.

- Nonroutine work with challenge and opportunity.
- Evaluation based on results, not the process.
- Freedom of movement.
- Forum to express ideas and viewpoint.
- An innovative and futuristic-oriented environment.
- Work tasks that change from time to time.
- Assignments with a high degree of people contacts.
- Democratic supervisor with whom he can associate.



SALES CHARACTERISTICS

Based on John's responses, the report has selected general statements to provide a broad understanding of his sales style. This section highlights how he deals with preparation, presentation, handling objections, closing, and servicing. The statements identify the natural sales style he brings to the job. Eliminate or modify any statement that is not true based on sales training or experience.

John loves the challenge presented by sales. He sees it as a great opportunity to compete with himself and others. When results are at stake, it brings out John's drive for success. Some may see him as a high risk-taker, but this merely reflects his approach to winning. He will take the risks necessary to succeed. He is a self-starter, generally resourceful and readily adaptable to many sales situations. He finds the actual sales process much more rewarding than completing all the paperwork involved. He wants the authority and responsibility to achieve his sales goals. He may at times tend to overstep his authority if it will help him achieve his goals. John is usually known for his ability to tackle tough sales problems and bring them to a successful conclusion. He can be resourceful, even when faced with obstacles. He usually enjoys the challenge presented by cold calls. They allow him to use what he considers to be one of his real talents--the ability to sell to anyone at anytime! Although John is good at selling to people who have similar behavioral characteristics, he may be too impatient to sell to the methodical buyer.

John's body language may sometimes get him into trouble. He projects a great sense of urgency, which some buyers may interpret as an unwillingness to listen to their needs. He may use confrontation to show his knowledge and expertise. Unless he is calling on an aggressive buyer, this may hinder the sale. John's usage of sales aids may be higher if he



SALES CHARACTERISTICS

participated in developing them. He may become defensive if he hears objections to a service or product he helped to develop. John likes to control the sales presentation. Different styles of buyers will probably prefer that he display his sales flexibility. He doesn't always take the time to anticipate the outcome of a sales call. He may be intent on making an efficient presentation and unintentionally omit details and supporting information.

John usually closes soon and often. He will close many sales the competition has sold but failed to close. He usually has his favorite close, and he might, therefore, resist using all the closes he knows. He can close so hard that he causes the buyer to think of objections, which may be excuses rather than real objections. He generally concentrates on selling new accounts as compared to servicing his present accounts. New accounts represent a challenge, while servicing old accounts may be dull and too routine. John will be direct and positive with his closes. He can be persistent and friendly at the same time. He may lose interest in a client once the sale has been completed. His further interest may be based on the client's ability to buy additional products or services.



KEYS TO MOTIVATING

This section of the report was produced by analyzing John's wants. People are motivated by the things they want; thus, wants that are satisfied no longer motivate. Review each statement produced in this section with John and highlight those that are present "wants."

John wants:

- Freedom from routine work.
- Power and authority to take the risks to achieve sales results.
- Changing environments in which to work/play.
- Outside activities so there is never a dull moment.
- More time in the day.
- New challenges and problems to solve.
- To be seen as a leader.
- A wide scope of activities.
- Support troops to follow through with his part or detail work.
- Prestige, position and titles so he can control the destiny of others.
- Travel or changing territory.



KEYS TO MANAGING

In this section are some needs which must be met in order for John to perform at an optimum level. Some needs can be met by himself, while management must provide for others. It is difficult for a person to enter a motivational environment when that person's basic management needs have not been fulfilled. Review the list with John and identify 3 or 4 statements that are most important to him. This allows John to participate in forming his own personal management plan.

John needs:

- More logical presentations--less emotional.
- To be informed of things which affect him.
- To mask emotions when appropriate.
- To be confronted when in disagreement or when he breaks the rules.
- To focus conversations on work activities--less socializing.
- A program for pacing work and relaxing.
- To negotiate commitment face-to-face.
- To maintain focus on results and not sacrifice productivity just to make everyone happy.
- Help on controlling time and setting priorities.
- To understand his role on the team--either a team player or the leader.
- Objectivity in managing a sales territory.
- More control of body language.



CHECKLIST FOR COMMUNICATING

Most people are aware of and sensitive to the ways with which they prefer to be communicated. Many people find this section to be extremely accurate and important for enhanced interpersonal communication. This page provides other people with a list of things to DO when communicating with John. Read each statement and identify the 3 or 4 statements which are most important to him. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with John most frequently.

Do:

- Provide questions, alternatives and choices for making his own decisions.
- Offer special, immediate and extra incentives for his willingness to take risks.
- Talk about him, his goals and opinions he finds stimulating.
- Be clear, specific, brief and to the point.
- Read the body language--look for impatience or disapproval.
- Provide facts and figures about probability of success, or effectiveness of options.
- Provide a warm and friendly environment.
- Ask for his opinions/ideas regarding people.
- Provide testimonials from people he sees as important.
- Take issue with facts, not the person, if you disagree.
- Support the results, not the person, if you agree.
- Leave time for relating, socializing.
- Motivate and persuade by referring to objectives and results.



DON'TS ON COMMUNICATING

This section of the report is a list of things NOT to do while communicating with John. Review each statement with John and identify those methods of communication that result in frustration or reduced performance. By sharing this information, both parties can negotiate a communication system that is mutually agreeable.

Don't:

- Let disagreement reflect on him personally.
- Drive on to facts, figures, alternatives or abstractions.
- Waste time trying to be impersonal, judgmental, or too task-oriented.
- Leave decisions hanging in the air.
- "Dream" with him or you'll lose time.
- Try to convince by "personal" means.
- Ramble on, or waste his time.
- Take credit for his ideas.
- Come with a ready-made decision, and don't make it for him.
- Direct or order.
- Kid around too much, or "stick to the agenda" too much.
- Try to build personal relationships.



PERCEPTIONS

A person's behavior and feelings may be quickly telegraphed to others. This section provides additional information on John's self-perception and how, under certain conditions, others may perceive his behavior. Understanding this section will empower John to project the image that will allow him to control the situation.

"See Yourself As Others See You"

SELF-PERCEPTION

John usually sees himself as being:

Pioneering	Assertive
Competitive	Confident
Positive	Winner

OTHERS' PERCEPTION

Under moderate pressure, tension, stress or fatigue, others may see him as being:

Demanding	Nervy
Egotistical	Aggressive

And, under extreme pressure, stress or fatigue, others may see him as being:

Abrasive	Controlling
Arbitrary	Opinionated



NATURAL AND ADAPTED SELLING STYLE

John's natural selling style of dealing with problems, people, pace and procedures may not always fit the sales environment. This section is extremely important as it will identify if a salesperson's natural style or adapted style is correct for the current sales environment.

Natural	PROBLEMS - CHALLENGES	Adapted
<p>John tends to attack sales challenges in a demanding, driving and self-willed manner. He is individualistic in his approach and will actively seek to achieve sales goals. He likes authority along with his responsibility and a territory that will constantly challenge him to perform up to his ability.</p>	<p>John sees no need to change his sales approach from his basic style as it is related to solving problems and challenges.</p>	

Natural	PEOPLE - CONTACTS	Adapted
<p>John's natural style is to use persuasion and emotion to the extreme. He is positive and seeks to win by the virtue of his oral skills. He will try to convince you that what he is saying is not only right, but is exactly what is needed. He displays enthusiasm for almost everything with every prospect.</p>	<p>John feels the environment calls for him to be sociable and optimistic. He will trust others and wants a positive environment in which to sell.</p>	



NATURAL AND ADAPTED SELLING STYLE

Natural	PACE - CONSISTENCY	Adapted
<p>John maintains his sense of equilibrium even in the face of extreme time constraints and ever-changing schedules. He is comfortable dealing with a wide variety of customers. His need for high activity level can lead to meeting many new prospects.</p>	<p>John sees the need to deal with a wide scope of sales activities and prospects. He feels comfortable shuffling schedules and filling every available time slot with activities.</p>	

Natural	PROCEDURES - CONSTRAINTS	Adapted
<p>John is striving to be independent and self-directed. He is most comfortable in a sales environment where rules and procedures can be interpreted to meet the needs of his customer in certain situations.</p>	<p>John sees the need to be his own person and may attempt to sidestep rules to achieve results. He feels a need to personalize his sales presentation to allow for creative selling techniques.</p>	



ADAPTED STYLE

John sees his present work environment requiring him to exhibit the behavior listed on this page. If the following statements DO NOT sound job related, explore the reasons why he is adapting this behavior.

- A variety of sales activity.
- Dealing with customers and clients efficiently.
- Challenging the status-quo.
- Telling clients or customers about the "big picture."
- Impulsive and eager to keep the sales presentation moving.
- Handling a variety of products or services.
- Ability to handle many new products or services.
- Adapting easily to changing sales territory.
- Alert, active attention to customers or clients.
- Impatient to overcome competition.
- Coping easily with many concurrent sales activities.



AREAS FOR IMPROVEMENT

In this area is a listing of possible limitations without regard to a specific job. Review with John and cross out those limitations that do not apply. Highlight 1 to 3 limitations that are hindering his performance and develop an action plan to eliminate or reduce this hindrance.

John has a tendency to:

- Take on too many outside activities.
- Use fear as motive for buying.
- Be so concerned with big picture; he forgets to see the little pieces.
- Sell what he wants to sell rather than listen to the buyer's needs.
- Not have presentation in a logical order.
- Dislike routine work--call reports, etc.
- Resist participation as part of the team, unless seen as a leader.
- Blame, deny and defend when confronted with poor sales results.
- Represent himself with more authority than he may have.

RSC

Rainmaker Sales Strategy Index tm

Examinee: - **JOHN DOE**
Company: - ABC Industries
Date: - January 18, 2010

SALES TRAINING & DEVELOPMENT INSIGHTS

CONTENTS:

- **BASIC SALES SKILLS** - *Analysis*

- **ADVANCED SALES SKILLS** - *Analysis*

- **RATINGS & RANKINGS**

*Understanding Rainmaker Sales Centric - Go to: www.analyst-link.net
Click on the Navigation Link Labeled - **SDP workbook**
Select and Print out Guide (#18)
Complete the worksheets and create an Action Plan.*

Sales Skills Index tm Distributed by:
SAMPLE REPORT

The SSI identifies sales knowledge in the following categories:

- **Prospecting:** *The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.*
- **First Impressions - Greeting:** *The first interaction between a prospect and the salesperson. This step is designed to enable the salesperson to display his or her sincere interest in the prospect, and to **gain** positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of trust building and sets the selling process in motion.*
- **Qualifying/Questions:** *The questioning and detailed needs analysis phase of the sale. This step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.*
- **Demonstration:** *In this step, the salesperson should present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized in the Qualification step.*
- **Influence:** *What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have of placing little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and the salesperson.*
- **Close:** *The **final** phase of any selling system. This step encompasses asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.*
- **General:** *This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.*

BASIC SALES STRATEGIES

The information that follows is designed to assist you in interpreting the "Sales Strategy Index tm ."

THIS SECTION CONTAINS:

INTRODUCTION

PRIMARY AND SECONDARY EFFECTIVENESS RATING GRAPH

This Graph Measures "Basic" Sales ability -

The combination of both primary and secondary sales Skills effectiveness ratings provides broad-based selling skill analysis for:

- Executives and Business Development
- Inside Sales
- Contract or Bid Sales
- Telemarketing Sales
- Account Maintenance (Relationship Sales)
- Route Sales
- Sales trainee

It should be noted that even in cases where General Sales abilities or the overall total exceeds or matches top sales performers, direction of effort should be focused on any skill that is less than the "standard" set by top performers.

CATEGORY ANALYSIS

Like any profession, selling has a body of knowledge related to successful execution. It is this knowledge that is measured by the Sales Skills Index. Understanding effective sales strategies will lead to success upon implementation of the recommendations contained herein.

UNDERSTANDING SKILL CLUSTERS:

INSIDE SALES - One may usually eliminate Prospecting as a necessary skill for inside sales; however, Demonstration, First Impression, Influence, and Closing are requisite to success.

CONTRACT OR BID SALES - Prospecting is not a vital component of the job, neither is qualifying. The key traits are Influence and First Impression followed by Demonstration, Closing, and high task orientation.

TELEMARKETING SALES - All traits are important but the greatest strength must of necessity be Prospecting.

RELATIONSHIP SALES - Demonstration is often the most vital trait followed by First Impression, Influence, and Closing.

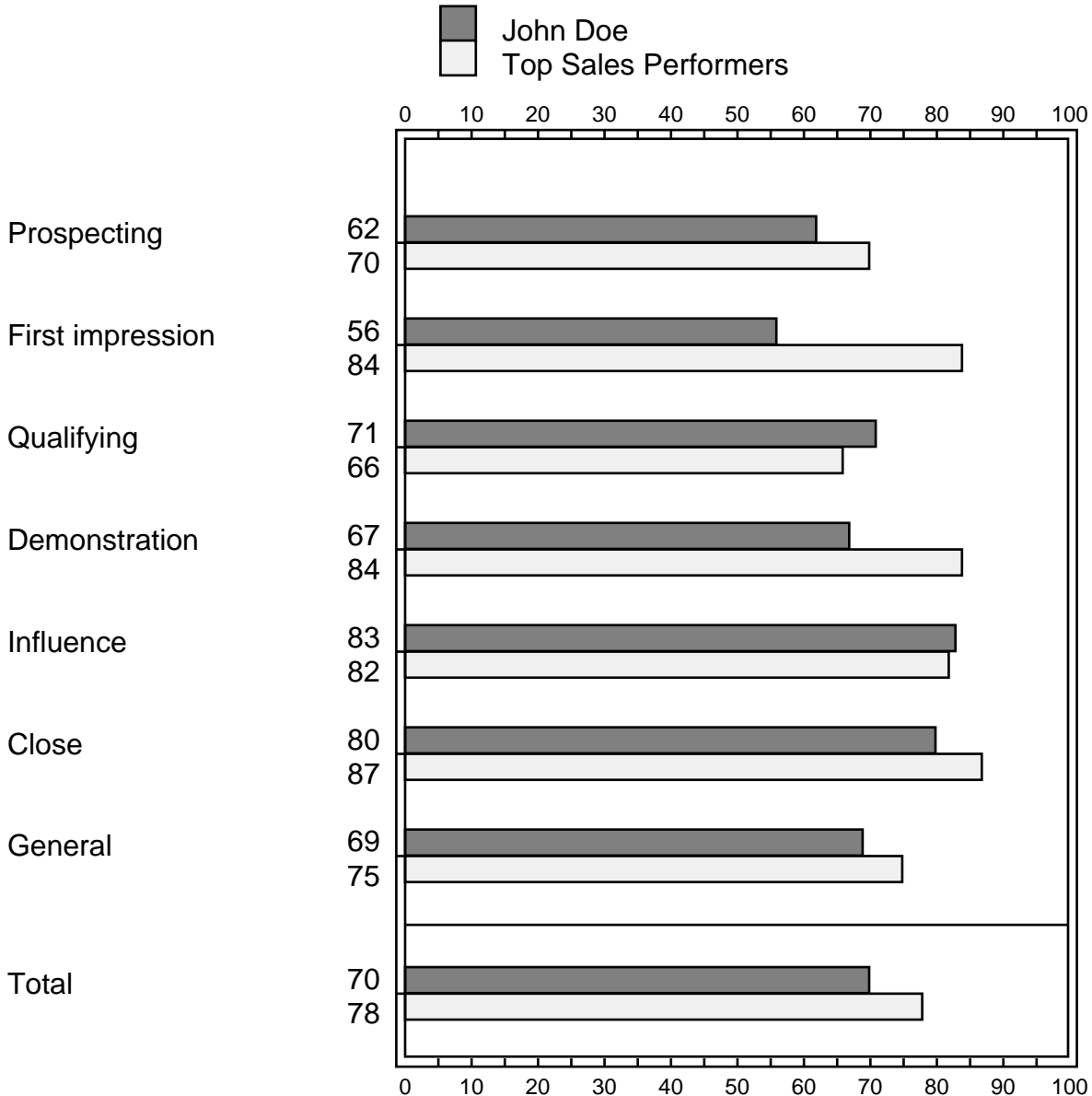
TERRITORY DEVELOPMENT SALES - All traits are important. Pay specific attention to Prospecting, Qualifying, & Closing.



SALES SKILLS INDEX™

PRIMARY AND SECONDARY EFFECTIVENESS RATING

This graph illustrates your overall knowledge of the most and second most effective sales strategies. The higher your score in any segment, the better your broad understanding of the overall sales strategy required in that step of a successful sale.





SALES SKILLS INDEX™

CATEGORY ANALYSIS

Name: **John Doe**

PROSPECTING / QUALIFY: The first step of any sales system. It is the phase of the sale where prospects are identified, detailed background information is gathered, the physical activity of traditional prospecting is coordinated and an overall strategy for face-to-face selling is developed.

(7/13) 54% of the time you chose the most effective strategy

(1/13) 8% of the time you ranked the second most effective strategy as your first choice

FIRST IMPRESSION / GREETING: The first face-to-face interaction between a prospect and the salesperson, this step is designed to enable the salesperson to display his or her sincere interest in the prospect...to gain positive acceptance and to develop a sense of mutual respect and rapport. It is the first phase of face-to-face trust building and sets the face-to-face selling process in motion.

(5/9) 56% of the time you chose the most effective strategy

(0/9) 0% of the time you ranked the second most effective strategy as your first choice

QUALIFYING / QUESTIONS: The questioning and detailed needs analysis phase of the face-to-face sale, this step of selling enables the salesperson to discover what the prospect will buy, when they will buy and under what conditions they will buy. It is allowing the prospect to identify and verbalize their level of interest and specific detailed needs in the product or service the salesperson is offering.

(4/7) 57% of the time you chose the most effective strategy

(1/7) 14% of the time you ranked the second most effective strategy as your first choice



SALES SKILLS INDEX™

CATEGORY ANALYSIS

Name: **John Doe**

DEMONSTRATION: The ability of the salesperson to present his or her product in such a way that it fulfills the stated or implied needs or intentions of the prospect as identified and verbalized.

(4/9) 44% of the time you chose the most effective strategy

(2/9) 22% of the time you ranked the second most effective strategy as your first choice

INFLUENCE: What people believe enough, they act upon. This step is designed to enable the salesperson to build value and overcome the tendency that many prospects have to place little belief or trust in what is told to them. It is this phase of the sale that solidifies the prospect's belief in the supplier, product or service and salesperson.

(3/6) 50% of the time you chose the most effective strategy

(2/6) 33% of the time you ranked the second most effective strategy as your first choice

CLOSE: The final phase of any selling system. This step is asking the prospect to buy, dealing with objections, handling any necessary negotiation and completing the transaction to mutual satisfaction.

(5/10) 50% of the time you chose the most effective strategy

(3/10) 30% of the time you ranked the second most effective strategy as your first choice

GENERAL: This area represents an overall understanding of the sales process. Knowledge of the process can lead to a positive attitude toward sales and a commitment to the individual sales steps.

(8/13) 62% of the time you chose the most effective strategy

(1/13) 8% of the time you ranked the second most effective strategy as your first choice

ADVANCED SALES STRATEGIES

CONTENTS:

PRIMARY EFFECTIVENESS RATING GRAPH - (Advanced Selling Skills)

Ratings that meet or exceed those of Top Sales Performers in the Primary (or Advanced) effectiveness graph indicate competency in:

- Brokerage/Financial/Insurance Sales
- Outside Sales (Territory Development)
- Placement Sales
- Consulting Sales
- Travel Sales
- Trade Show Selling

Direction of effort should be focused on any skill that is less than the "standard" and where training is recommended.

QUESTION ANALYSIS

SKILL INTERACTIONS

PROSPECTING - is the key to advanced selling. Low scores in this skill often indicate burnout or Call Reluctance. Behaviorally, prospecting is linked to Challenge and Drive

QUALIFYING - is the often considered the key skill. Expend the greatest effort on those who have a need for the product (or service being sold) and have the authority to make the purchasing decision. Link qualifying with sound closing techniques.

FIRST IMPRESSION / DEMONSTRATION - these skills work together to add credibility to the sales presentation. Critique your presentation on video. Include Social Skills here: Manners, Dress, Grooming, Vocabulary, Interpersonal skills, and Communication ability.

INFLUENCE - is the precursor to Closing. Influence is akin to the behavioral trait, persuasiveness. Those who know their product, the competition, and their clients' needs, can often become strategically aligned with their customers and influence the purchasing decision.

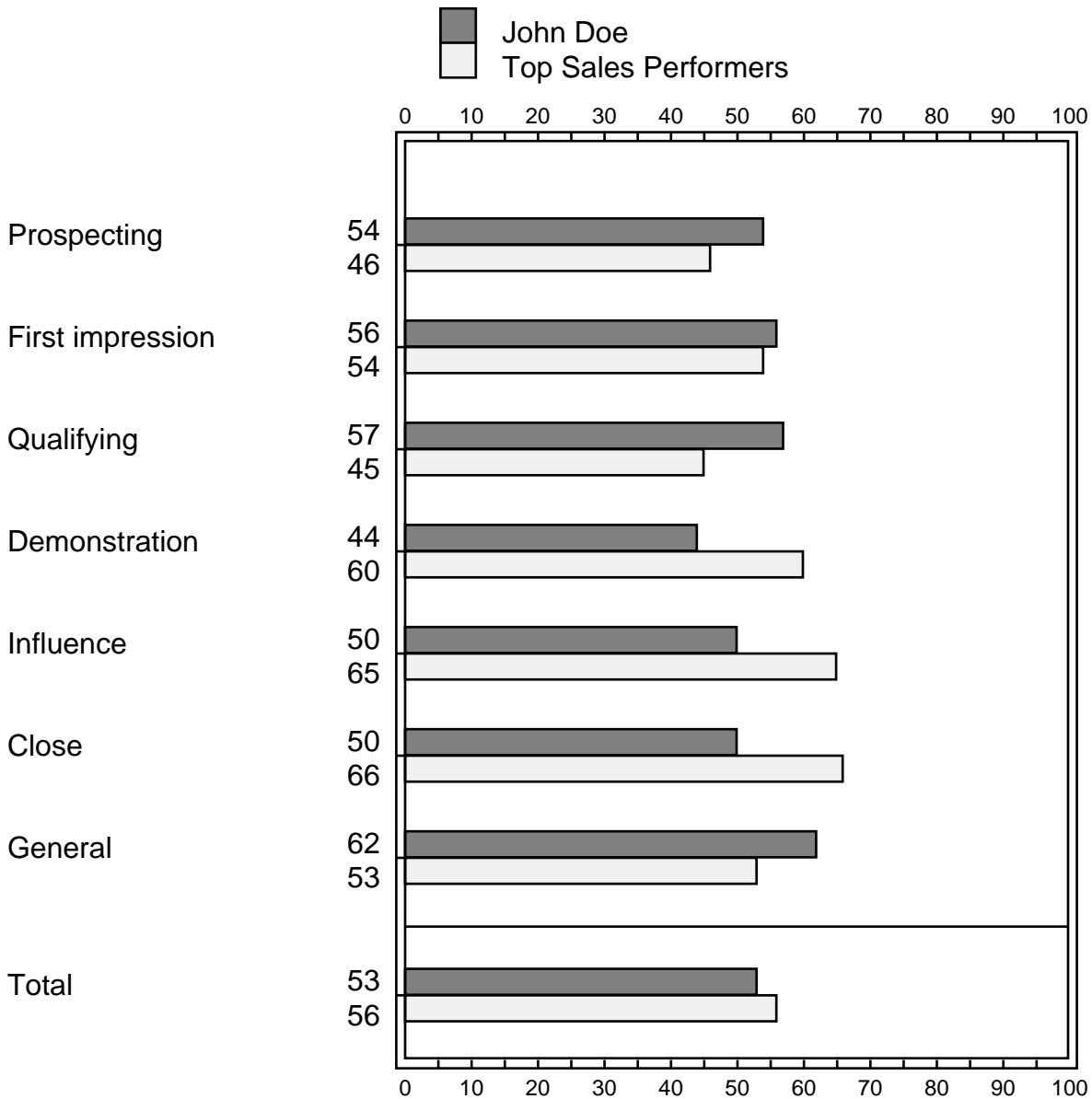
CLOSING - requires a certain amount of intuitiveness. Knowing when to close is as important as knowing a variety of closing techniques. Closing the sale is validation of your skill as a salesperson.



SALES SKILLS INDEX™

PRIMARY EFFECTIVENESS RATING

The following graph illustrates YOUR understanding of the most effective sales strategy in a series of sales situations. Research validates that understanding and applying an effective sales strategy is directly related to sales success. The higher the score in any particular area the stronger your specific understanding of what is required to be successful in the sales process.





SALES SKILLS INDEX™

QUESTION ANALYSIS

Name: **John Doe**

QUESTION ANALYSIS

- 36 times chose the MOST effective strategy
- 10 times chose the SECOND most effective strategy as #1
- 12 times chose the THIRD most effective strategy as #1
- 9 times chose the LEAST effective strategy as #1

LEAST EFFECTIVE STRATEGY ANALYSIS

Please review the following questions. In these situations you selected the least effective strategy as the most effective strategy. For each question listed, the most effective strategy is provided for your review.

19. The prospect's secretary says to you, "Mr. Evans is not interested in new products like yours at this time." Your reaction should be to:
- B. Learn why he is not looking at new products.
26. You have identified a prospect's primary need for your product. You are invited to come back and make a group presentation. You should:
- A. Determine who will be involved in the next meeting.
43. You have made your presentation to a qualified buyer and have also received favorable internal support from the prospect's technical experts. However, your buyer is overruled by a superior who wants to buy from your competitor. You should:
- C. Try to arrange for a meeting with technical staff, prospect and the superior.



SALES SKILLS INDEX™

QUESTION ANALYSIS

52. Qualifying a prospect is necessary for:

B. Deciding which product or service you will recommend.

55. What is the proper order of buying motives of prospects?

C. Wants.

59. "I want to think about it" is:

D. An objection.

61. The best way to position yourself in the mind of your prospects is as:

C. A consultative expert.

62. Rank the following prospecting strategies from best to worst

D. Referral selling.

67. The most up-to-date way to stay abreast of your industry is to:

A. Read relevant industrial publications.

SALES SKILLS - DEVELOPMENT GUIDELINES

The ability to sell in a competitive environment requires ever increasing levels of professionalism, motivation, and skill. It is not sufficient to review this report to learn about your weaknesses; you must be motivated enough to do something about them.

Professional salespeople often go through a "call reluctance" or "burnout" cycle. The best salespeople occasionally suffer downturns that may be caused by their attitude toward the job. Instead of each day being a source of new opportunity and full of challenge, it becomes ordinary and routine. The net result is - your income suffers.

Is the job routine or has your response to the job become routine?

Do you use the same closing techniques, do you tell the same story over and over again? Consider for the moment the possibility that over a period of time a series of negative influences and bad habits has been permitted to dilute your real abilities. Like any bad habit, these negative influence cycles are difficult to break. Training helps, but the best way to overwrite negative traits is through the repetition of positive influences.

Use the Sales Skills Index report to identify areas in need of improvement . Review the report carefully and either read some of the excellent Sales books on the market or purchase a sales development system on audio tape that train in your weakest areas. We often recommend audio tape systems as they can make good use of your travel time. Your car should be your learning center.

AUDIO TAPE IMPLEMENTATION:

*For audio development systems to be effective, you must employ repetitive listening techniques to **overwrite negative selling patterns**. Listen to each tape once daily, five days in a row. On the 6th day listen to it again and fill out the workbook that accompanies the program. Write a brief summary detailing the three most important things you learned from listening to the tape and the one change you intend to make in your selling style. You may then proceed to the next tape. A six tape series will take six weeks to effectively imprint positive selling traits. Your test administrator will be able to recommend specific training tapes suited to your needs.*

SALES DEVELOPMENT BOOKS:

There are many good books designed to improve professionalism in sales. To influence change, all books should be absorbed using the same techniques we described in the audio tape program, that is, read each chapter several times, and write a brief summary detailing the three most important things learned by reading that chapter and the one change you will make in your selling style. Contact your test administrator for specific recommendations.