



RSC

## Rainmaker - Sales Centric <sup>tm</sup>

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

### **INSTRUCTIONS:**

The information contained in this report is designed to assist staff members in understanding and interpreting traits necessary to develop a "Sales Centric" attitude and approach to the job. This program is most often used for non-sales personnel to help in understanding how to "read" others and how to "Persuade and Influence" clients, customers, and contacts.

*(It can also be used as a training tool for entry level salespeople)*

Today, every organization needs to have the entire staff focused on looking for sales opportunities and recommending company products and services to all contacts. It doesn't matter if you are a Bookkeeper, Warehouse person, Customer Service or Call Center staffer, Receptionist, Manager, or Supervisor. You must actively pursue sales opportunities yourself or pass them along to the sales team.

Sales is the income generator of the company. Without sales, all other positions are secondary and can easily become redundant.

### **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.*

*To move into the Sales Centric Mode, seek to enhance the following traits:*

- ◆ *Competitiveness (drive)*
- ◆ *Customer Relations*
- ◆ *Frequent Interactions with others*

## **SUCCESS DISCOVERY PROCESS:**

**Please 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](http://www.analyst-link.net)***

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

### ***Select and Print out Guide (#19)***

*Complete the worksheets and create an Action Plan.*

# ANALYST-LINK COMMENTARY

Overall Job Ranking as: **Rainmaker Sales Centric**

Performance Development Report

Examinee: **Jane Doe**

Overall Job Suitability: **59% Marginal**



### Post-Hire Standard

Achievement Factors:	5.77
Task/Detail Factors:	5.40
Communication/Influence Factors:	7.92
Reliability Factors:	6.51
COMPENSATING FACTORS:	6.45

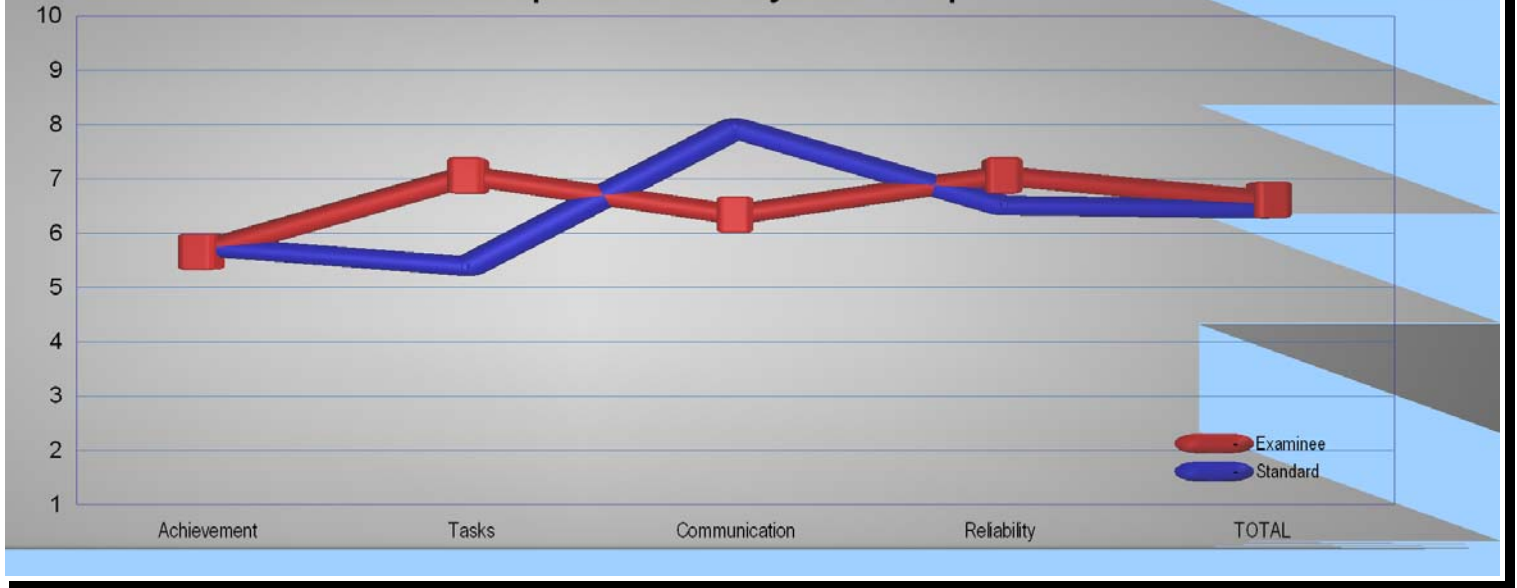
### Examinee/Comparison to Standard:

5.67	Marginal	-Lower
7.05	Above Average	-Higher
6.34	Acceptable	-Lower
7.05	Above Average	-Higher
6.61	Good	-Higher

### Background:

Years of Education:	12
Number of Jobs in last 10 years:	2
Number of years in the workplace:	6

**Comparison: Examinee/Standard**  
Examinee represented by RED square markers



NOTES:

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RSC - Appointment Generator

## Analyst Comments & Custom Training Guide

**Jane Doe**

Overall Behavioral Inventory (Strength) : 60.36%  
 Merged Selling Skill Rating: 70.00%

Job Title: Rainmaker Sales Centric  
 Achievement standard for this job: **Average**

Traits & Propensities	Standard	Examinee	TRAINING RECOMMENDATIONS
Carefully focus on the trait requirements of the job.			Create a custom training program to assist the examinee in adapting to the job. Limit initial training to three most important items
<b>COMMUNICATION PROPENSITIES:</b>			
Motivating Others/Persuasive	7.75	5.67	- Focused effort necessary.
Sociability/Diplomacy	8.75	5.98	- SUBSTANTIAL training required.
Empathy/Responsiveness	8.92	6.06	- SUBSTANTIAL training required.
<b>Communication Averages-&gt;</b>	8.47	5.91	- <b>Substantial training a must!</b>
<b>ACHIEVEMENT PROPENSITIES:</b>			
Results Oriented	5.67	5.45	
Sense of Urgency	4.75	5.56	
Setting Priorities/Planning	6.08	6.12	
Self Confidence	6.58	5.55	- Some training recommended.
<b>Achievement Averages-&gt;</b>	5.77	5.67	- <b>None</b>
<b>TASK RELATED PROPENSITIES:</b>			
Thoroughness/Follow Through	5.75	7.05	
Documentation/Paperwork	5.33	7.05	
Precise/Detail Orientation	5.13	7.05	
<b>Task Propensity Averages-&gt;</b>	5.40	7.05	- <b>None</b>
<b>CONSISTENCY/RELIABILITY</b>	6.51	7.05	

**- Development Notes:**

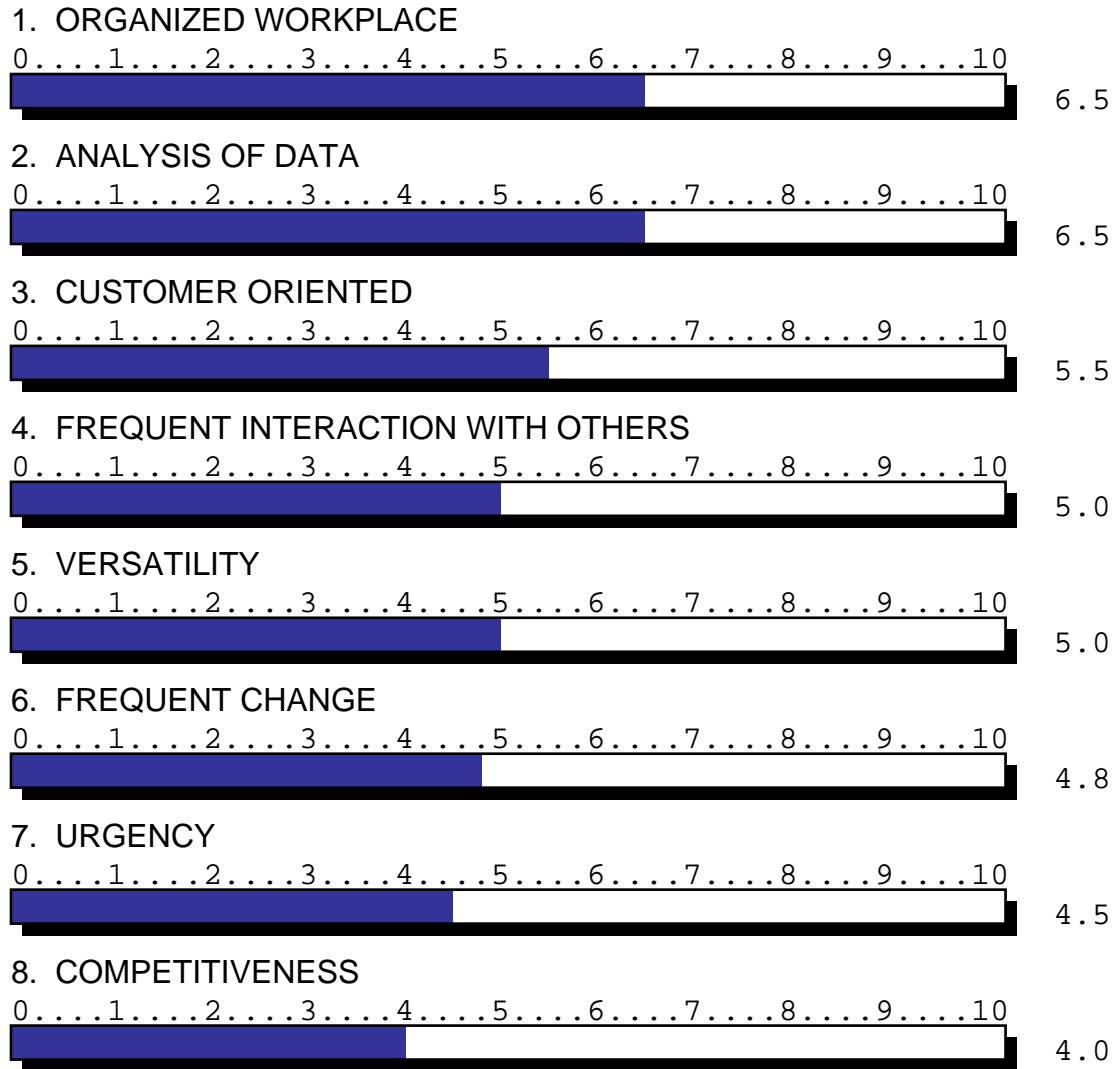
Existing Employee

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# 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.





## IDEAL ENVIRONMENT

This section identifies the ideal work environment based on Jane'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 Jane enjoys and also those that create frustration.

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- Democratic supervisor with whom she can associate.
- An environment where she can use her intuitive thinking skills.
- Familiar work environment with a predictable pattern.
- Freedom of movement.



## GENERAL CHARACTERISTICS

Based on Jane's responses, the report has selected general statements to provide a broad understanding of her work style. These statements identify the basic natural behavior that she brings to the job. That is, if left on her own, these statements identify HOW SHE WOULD CHOOSE TO DO THE JOB. Use the general characteristics to gain a better understanding of Jane's natural behavior.

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Jane is adaptable. She wants to be liked by fellow workers, as well as be recognized for doing quality work. Coworkers know that her projects will always be done correctly. She wants to be seen as a responsible person and will avoid behavior that could be seen by others as irresponsible. She has a need to achieve in an environment in which the quality is controlled. She can become frustrated when put in a situation that is nothing more than a rambling discussion. Jane prefers that things be orderly and she will approach work in a systematic manner. She can be sensitive about any comments regarding the quality of her work. She strives forward constantly to improvement in everything she does. Because of high expectations of her own job performance, Jane may sometimes feel that other workers cannot perform up to her standards. She may be overly sensitive to criticism of her work. If you do comment on her work you had better be right, since she may not take criticism lightly. Jane is alert and sensitive to her errors and mistakes. She constantly seeks to avoid errors in her work. Rules and procedures provide security for her job performance. Jane can devote all her energy to the job, and that offers security to her work situation.

Jane sees herself as factual, and "down-to-earth." She is more than casually interested in "theory." When confronted with a problem she will look for a method, a



## GENERAL CHARACTERISTICS

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formula, a procedure or a system to solve it. She usually judges others by the quality of their work. She may find it difficult to recognize others' strengths, if their work does not meet her high standards. She feels tension when forced to make major decisions quickly. She tends to make her decisions after deliberation and gives weight to all the pros and cons. Jane is good at analyzing situations that can be felt, touched, seen, heard, personally observed or experienced. Her motto is, "facts are facts." She takes pride in her competence or her ability to understand all the facts of a situation. She is good at concentrating on data while looking for the best method of solving the problem. She gets frustrated when well-established rules are not observed by others. She prefers to have everyone adhere to the same rules and regulations. She follows company policy, if aware of it.

Jane's work represents her true self and she will take issue when people attack the quality of her work. She likes to have contact with a variety of individuals in her area of expertise. She is intuitive and is able to ask good questions in order to get the critical, complete information she seeks. She is usually soft-spoken, but her demeanor may be deceptive to those who work with her. She may possess strong and unwavering convictions that are not always apparent to others. Jane enjoys analyzing the motives of others. This allows her to develop her intuitive skills. She does not seek confrontation, but if she is confronted, she will present her case with enough supportive data that she will probably win. Whenever possible, Jane avoids face-to-face conflict. She is patient and



## GENERAL CHARACTERISTICS

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persistent in her approach to achieving goals. She responds to challenges in a cooperative manner and wants the "team" to win without the need of a perceived "shining star."



## 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 Jane. Read each statement and identify the 3 or 4 statements which are most important to her. We recommend highlighting the most important "DO's" and provide a listing to those who communicate with Jane most frequently.

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Do:

- Read the body language for approval or disapproval.
- Provide ideas for implementing action.
- Give her time to be thorough, when appropriate.
- Support her principles; use a thoughtful approach; build your credibility by listing pros and cons to any suggestion you make.
- Leave time for relating, socializing.
- Talk about her, her goals and the opinions she finds stimulating.
- Plan interaction that supports her dreams and intentions.
- Follow through, if you agree.
- Provide solid, tangible, practical evidence.
- Make an organized presentation of your position, if you disagree.
- Deal with details in writing, have her commit to modes of action.
- Make an organized contribution to her efforts, present specifics and do what you say you can do.



## KEYS TO MOTIVATING

This section of the report was produced by analyzing Jane'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 Jane and highlight those that are present "wants."

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Jane wants:

- Participation in meetings on future planning.
- Recognition for loyalty and long service.
- Work assignments that provide opportunity for recognition.
- Rewards to support her dreams.
- A support system to do the detail work.
- Flattery, praise, popularity and strokes.
- Identification with fellow workers.
- To be trusted.
- Public recognition of her ideas and results.
- A manager who practices participative management.
- Activities that don't infringe on family life.
- Constant appreciation, and a feeling of security on the team.



## KEYS TO MANAGING

In this section are some needs which must be met in order for Jane to perform at an optimum level. Some needs can be met by herself, 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 Jane and identify 3 or 4 statements that are most important to her. This allows Jane to participate in forming her own personal management plan.

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Jane needs:

- Support in making high-risk decisions.
- A work environment without much conflict.
- An exact job description and expectations in writing.
- Better organization of record keeping.
- Help on controlling time and setting priorities.
- Participatory management.
- To be informed of things which affect her.
- Equipment that will allow her to perform up to her high standards.
- Rewards in terms of fine things--not just shallow words.
- More logical presentations--less emotional.
- Recognition for what she accomplished.
- To focus conversations on work activities--less socializing.



## AREAS FOR IMPROVEMENT

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

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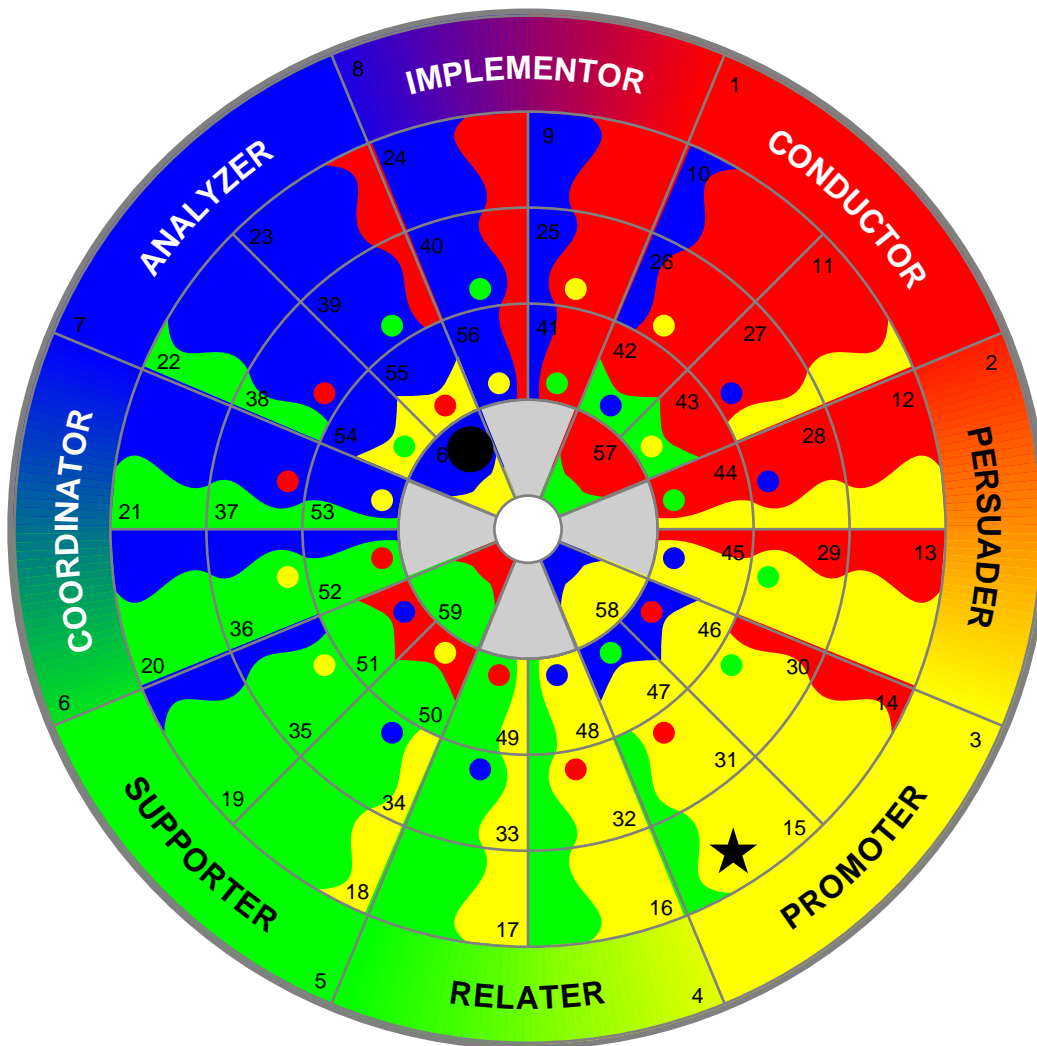
Jane has a tendency to:

- Prefer not to verbalize feelings unless in a cooperative and noncompetitive environment.
- Select people much like herself.
- Yield her position to avoid controversy.
- Fail to tell others where she stands on an issue.
- Be self-deprecating--doesn't project self-confidence.
- Get bogged down in details and use details to protect her position.
- Lean on supervisors if information and direction is not clear.



# THE SUCCESS INSIGHTS® WHEEL

Jane Doe  
ABC Industries  
6-29-2010



Adapted: ★ (15) RELATING PROMOTER  
Natural: ● (60) PROMOTING ANALYZER (ACROSS)  
Norm 2009

RSC

## Rainmaker Sales Strategy Index <sup>tm</sup>

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

### **SALES TRAINING & DEVELOPMENT INSIGHTS**

#### **CONTENTS:**

- **BASIC SALES SKILLS** - *Analysis*
  
- **RATINGS & RANKINGS**

***Understanding Rainmaker Sales Centric*** - Go to: [www.analyst-link.net](http://www.analyst-link.net)  
***Click on the Navigation Link Labeled - SDP workbook***  
***Select and Print out Guide ( #19 )***  
***Complete the worksheets and create an Action Plan.***

#### **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**

Compare your Sales traits to that of top performers - YES - but your goal for now is not to be a top sales performer but to improve your ability to read others and seek out sales opportunities.

### **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:**

**STAFF MEMBERS and CUSTOMER SERVICE** - however, Demonstration, First Impression, Influence, and Relationship building are of great importance. Always end a conversation by "Planting a seed" about a new product or service your company is offering.

**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.

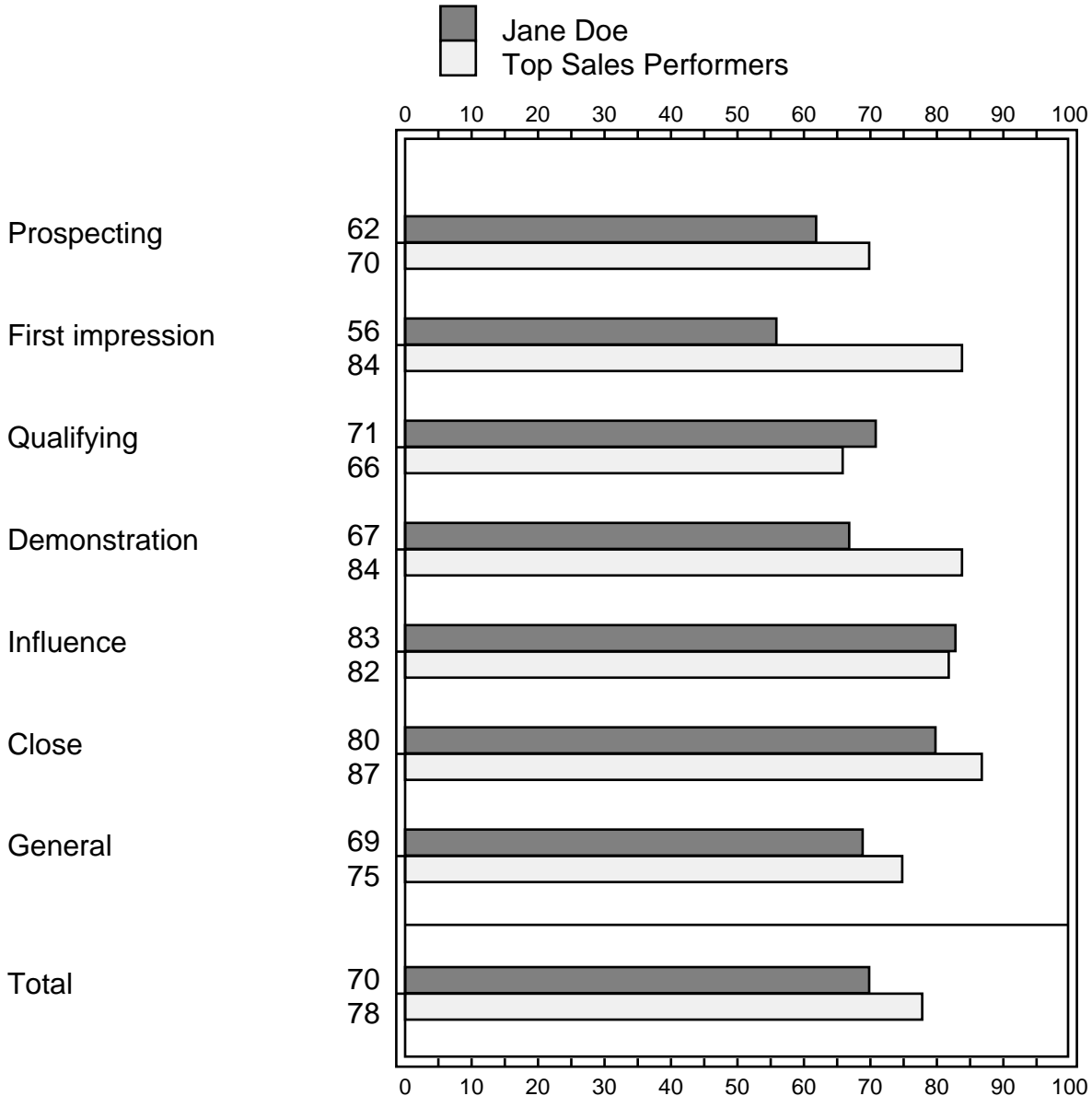
**RELATIONSHIP (Inside or Counter) SALES** - Demonstration is often the most vital trait followed by First Impression, Influence, and Closing.



# 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

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Name: **Jane 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

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Name: **Jane 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



## SALES SKILLS INDEX™

### QUESTION ANALYSIS

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Name: **Jane 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

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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.