

# Rainmaker Sales Performance Review



## PROLOGUE

What is a Rainmaker?

A Rainmaker is someone who is able to locate and develop new business. There are many hidden sales seeds out there, a Rainmaker provides the environment to help them grow.

1. Sales Centric Terms
2. Instructions

# Developing a “Sales Centric” Organization

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In today’s highly competitive business climate every person in the organization must focus on “Gaining and Retaining Customers.” It doesn’t matter if you are the CEO, in Senior Management, Customer Service, Engineering, or General Staff, you are also in SALES.

For those seeking to expand their Business Development skills we thought it helpful if we explained some of the “Sales Centric” terms to you.

## **Selling Propensities -**

Propensity is not skill, nor is it ability, it is the behavioral and motivational **inclination** to perform a certain duty or task.

- ◆ **Closing:** The ability to lead the prospect through a series of agreements to actually buy or purchase your product or service.
- ◆ **Handling Objections:** This is the ability to deal with objections and answer questions the prospect may have. An objection is not a negative thing, in most cases it is simply the means used by the prospect to get additional information.
- ◆ **Empathy/Listening Skills:** This defines your ability to actually relate to the prospect or client. It also includes the propensity toward actually LISTENING and clarifying the customers request before you respond.
- ◆ **Preparation/Thoroughness:** Being prepared to answer questions and objections by having detailed knowledge about your product or service.
- ◆ **Presentations/Communication:** This is the ability to clearly present the BENEFITS of you product or service. Never focus on things, always focus on Benefits.
- ◆ **Prospecting/Rejection:** If you are making calls to find new customers or to sell additional products or services to existing accounts, that is prospecting. Handling a Customer Service call or bookkeeping question and then asking a question that might lead to an additional sale (or plant a seed that might lead to a future sale) is also prospecting. Handling rejection is part of the sales process and an important part of “Sales Centrics” - It’s a numbers game. Don’t take rejection or a turndown of your offer personally. Remember, in most cases, “no” really, means “not now.”
- ◆ **Follow-up/Thoroughness:** Whatever you do for a customer or a prospect, make sure if you promise something - it happens!
- ◆ **Servicing after the sale:** There are several aspects to this trait. Service, Yes - always provide a contact name and number to the customer or prospect and, in the event of a sale, always, ALWAYS, congratulate them on the purchase and reaffirm the benefit to them in making the purchase. This helps eliminate cancelled orders, and buyers remorse.

## Achievement Propensities -

- ◆ **Challenge/Competitiveness:** It always help to challenge yourself and compete in a friendly manner with others in your department to see who can “Gain and Retain” the most customers.
- ◆ **Persuasiveness:** This is the ability to persuade and influence others. By the way, this is the behavioral definition of Sales.
- ◆ **Results/Goal Orientation:** This is the ability to overcome obstacles, including red tape in solving problems. Yes, rules and regulations are there for a purpose, but if that purpose is affecting sales, those rules, and potential modifications should be discussed with management. Use the suggestion box and provide an example. In most cases not every client is to be treated the same. Look at their sales record and performance, and value to the company. Just quoting a “rule” is not helpful in retaining customers.
- ◆ **Self Confidence:** This is an inherent ability, that is the ability to approach a situation, a job, or a customer with assurance. Self-Confidence comes from knowledge. If you know about your product or service, or a situation, you can answer questions with confidence. This self-assured attitude is obvious to those you are trying to influence.
- ◆ **Motivation/Self-Directed:** This evaluates the propensity toward the drive and motivation required to succeed. It also measures the ability to focus on achieving goals in spite of obstacles.

## Communication Propensities -

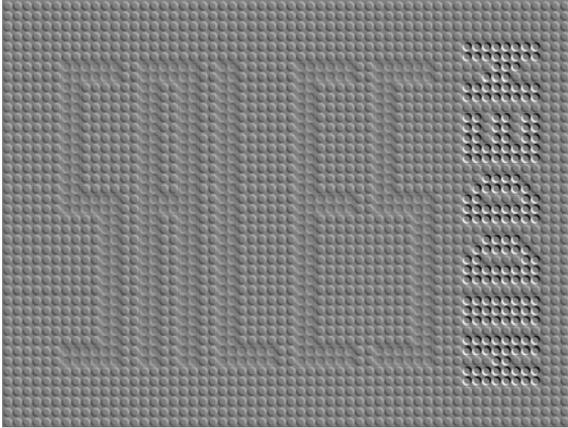
- ◆ **Client Relations/Sociability:** When dealing with customers, friends, or others, the ability to draw them out, to be in control in tense situations, to look at both sides of an issue, is defined as sociability. This is an important trait to develop in sales and in life.
- ◆ **Information/Fact Gathering:** The ability to gather information to assist in making a presentation or a decision. Remember, that decision making is not an act it is the result of obtaining information, analyzing it, and then making a reasoned decision. The more you know about your job, service, or product, the better qualified you will be to assist customers in making a sound buying decision.
- ◆ **Paperwork/Reports:** In a Sales Centric organization paperwork and reports are a means to an end, not the end itself. Paperwork and reporting is a vital part of the organizational dynamic but paperwork should reviewed occasionally for efficiency and to guard against duplication of effort, as this can damage sales.
- ◆ **Consistency/Reliability:** This particular trait measures not just consistency and reliability but diligence. The “stick-to-it-ness” to complete what is started and not keep too many balls in the air as this runs the risk of nothing being accomplished.
- ◆ **Look for ways to make SALES happen.** Reading, understanding, and working with this assessment and performance development program will guide the way.to future success.

## RAINMAKER SALES CENTRIC - INSTRUCTIONS:

The Rainmaker Sales Centric report is designed to become the basis of a Performance Development program to enhance the ability of non-sales personnel to influence others and seek out sales opportunities. It does require several hours to read, understand, and analyze. Unless the workbook that follows is completed, the benefits will be minimal. Upon completion of the workbook Discovery Process please discuss the report with your manager or facilitator.

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### Finding Hidden Sales Opportunities



Before Sales-Centric your sales talents are hidden. After Sales Centric they are revealed. Congratulations!

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**Day 1** - Upon receipt read through the entire report to obtain an overview.

- Use a yellow highlighter to highlight any statement in the report(s) that you strongly disagree with. Make notes for future reference.
  - Remove the "Negotiation" section.
  - Fill out and complete the "People I Know" worksheet and begin practicing the recommended negotiation techniques on friends, family, peers, customers, and contacts. Set the report aside and reflect upon the contents.
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**Day 2** - Re-read Your Sales-Centric Behavioral Profile Section.

- Make notes based upon the report recommendations.
  - **Carefully complete Behavioral profile workbook.**
  - Create an action plan for improvement.
  - Work to enhance your innate "common sense" sales skills.
  - The purpose of this section is not to necessarily turn you into a salesperson but to make you aware of sales opportunities.
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**Day 3** - Carefully re-read the Sales Strategy Index.

- Make notes after reading each trait taking into account the report recommendations.
  - Reflect upon how you can apply the recommendations and which ones you are able to put into action.
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**Day 4** - Review the section that focuses on Influencing others and using word triggers. Learn to categorize every person you come into contact with and actively practice using these techniques. They are designed to help you communicate with others in a style they will accept and respond to in a positive manner.

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- Review your "Action Plans" daily.
  - Stay focused and on target.
  - Remember . ... We are the sum of our experiences, that is what makes each of us unique and individual.
  - It takes time and focus to intervene and change our "usual" way of doing things.
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# Rainmaker Sales Performance Review



**NEGOTIATION STRATEGIES**

# NEGOTIATION STRATEGIES

Use this page for ideas on how to control the interaction between yourself and another person. In any negotiation you must first gain control of the situation - then, read the other persons style and apply the appropriate strategy. Review the detailed strategies on the following pages. Adjust your strategy and intensity to the other person. Use "Mirror Imaging" Techniques. The negotiation strategies listed here are not easy to master. We suggest you draw up a list of friends, family, and co-workers, and put each of them in a category (style #1, 2, 3, or 4) that matches their communication/negotiation style. Apply the appropriate negotiation techniques to each of them, every time you meet and communicate with them. Keep a record of your progress!

PROSPECT or CLIENT	STRATEGY
Skeptical, Suspicious	Agree on minor points and expand. Be conservative in assertions.
Nervous, irritable, high strung	Use a quiet, tactful, soothing manner.
Pessimistic, grouchy, complaining	Listen patiently, ask questions to find out their real concerns.
Egotistical, opinionated, high hat	Flatter their ego. Concentrate on getting results.
Argumentative, blustering	Create response by challenging in a sincere manner.
Silent, secretive	Be more personal than usual to draw them out.

## - Improving Your Negotiating Flexibility -

**When interacting with a person with the following “Assertive” style, type #1,:**

Fast-paced speech  
Gives a strong first impression  
Impatient  
Direct  
Tries to control the situation

***Factors that will improve negotiations with this type of person:***

Speed up - omit some of the details  
Speak with confidence  
Flatter their ego  
Don't waste their time  
Stress Service - be fast and efficient  
Stress new products and service

***Factors that will create tension or dissatisfaction with this type of person:***

Not reacting quickly  
Speaking slowly and deliberately

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**When interacting with the following “Relationship” style, type #2:**

Friendly and talkative  
Impulsive  
Uses many hand gestures when speaking  
Gets emotional  
Imprecise about the use of time

**Factors that will improve Negotiations with this type person:**

Be more demonstrative with your facial gestures  
Be flexible with your time schedule....allow time for them to talk  
Let them know you enjoy their company  
Be prepared for them to be emotional  
Let them know you are interested in helping them

**Factors that will create tension or dissatisfaction with this Style person:**

Not sharing information freely  
Not displaying a sense of urgency

**When interacting with the following “Supporter” style, type #3:**

Patient  
Easy going  
Uses an unemotional tone of voice  
Reserved  
Deliberate - methodical

**Factors that will improve Negotiations with this type of person:**

Maintain a friendly environment  
Show a demonstrated need for urgency  
Present information in a systematic fashion  
If change is necessary, give many reasons and benefits  
Show sincere appreciation  
Stress security  
Assure them that many others are using your product/service

**Factors that will create tension or dissatisfaction with this type of person:**

Not demonstrating personal attention  
Being possessive of information

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**When interacting with the following “Analytic” style, type #4:**

Speaks slowly  
Asks questions about facts and data  
Deliberate in actions  
Uses few gestures  
Skeptical  
Suspicious

**Factors that will improve Negotiations with this type of person:**

Be diplomatic and courteous  
Don't ask probing, personal questions  
Avoid criticism of their comments or choices  
Provide assurances of correct decisions  
Avoid sudden or abrupt changes  
Don't threaten them

**Factors that will create tension or dissatisfaction with this type of person:**

Sloppy work environment  
Overselling

## - People I know -

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**Instructions:**

Read the Negotiation Strategies and the four main types of people and how to influence them. Make a list of people you interact with on a regular basis. Put them in Category 1, 2, 3, or 4. Every day select one person from your list and apply the strategy and communication style that will best influence them. Practice this technique until it becomes natural for you. Your goal is to be able to persuade and influence others.

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### **Assertive People - Type 1**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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### **Relationship Oriented People - Type 2**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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### **Supporting People - Type 3**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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### **Analytic People - Type 4**

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

Name: \_\_\_\_\_

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## Rainmaker Sales Performance Review



**DEVELOPING MY SALES-CENTRIC PROFILE**

## Your Value To The Organization

*Please turn to “Value to the Organization” section of your report.*

Read and list four statements that describe your talents from this section.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- Are people in your current environment aware of your talents?
- Are your current talents being utilized?
- What talents would be better utilized in your professional life as opposed to your personal life?
- What talents would be better utilized in your personal life as opposed to your professional life?
- Who in your personal or professional life do you wish knew that you had these talents?

## **Ideal Environment**

*Please turn to the “Ideal Environment” section of your report.*

Read and list at least four statements that describe the ideal environment for you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

- How much time per day do you spend in your ideal environment?
  - Do you find your ideal environment at work or at home?
  - Do you spend enough time a day in your ideal environment?
-

## Sales Characteristics

*Please turn to the “Sales Characteristics” section of your report.*

From paragraph 1, list three statements that describe talents you would like others to know about you.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- How are you currently utilizing these talents?
- What decisions have you made that allowed you to use these talents?
- How are you using these talents when communicating with others?

From paragraph 2, list three statements that describe problem solving and decision-making talents you would like others to know about you.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- How are you using these talents to achieve success?
- How are these talents helping or hurting you?
- How are you using these talents in your personal or professional life?

From paragraph 3, list three statements that describe communication talents you would like others to know about you.

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

- How are you using these talents on a daily basis?
  - Are you using these talents more in your personal or professional life?
  - With whom would you like to share this information?
-

## Keys to Motivating

*Please turn to the “Keys to Motivating” section of your report.*

People are motivated by what they desire most. Read and list four desires that are important to you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- Are others aware of your desires?

- If not, who should be?

\_\_\_\_\_

- Are you on the way to achieving your desires?

- If not, what do you need to change?
-

## Keys to Managing

*Please turn to the “Keys to Managing” section of your report.*

- If you have ever worked for someone, have you ever been mismanaged?
- During the time you were mismanaged, how was your performance?
- How did you feel during this time?
- Did you share this information with your manager?

Read and list three statements that describe how you want to be managed.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

List the benefits of sharing this information with your current manager.

1. \_\_\_\_\_
  2. \_\_\_\_\_
  3. \_\_\_\_\_
-

## Checklist for Communicating

*Please turn to the “Checklist for Communicating” section of your report.*

This section identifies the best ways to communicate with you.

Read and list four statements that describe the best ways to communicate with you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- What have you learned about your communication style that will enhance your career and/or your relationships?
  
- If others knew how to communicate with you, what impact could it have on your personal or professional life?
  
- Identify and list some of the people with whom you would like to share this information?

- |          |          |
|----------|----------|
| 1. _____ | 3. _____ |
| 2. _____ | 4. _____ |

## **Don'ts on Communicating**

*Please turn to the “Don'ts on Communicating” section of your report.*

Most people communicate with others the way in which they would prefer to receive communication. No one intentionally creates communication problems, they just lack the proper information.

Read and list four statements that describe communication problems that prevent good communication with you.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

- Would sharing this information help you get what you want?
  - How could your relationships improve by sharing this information?
  - Do you think it would help to have the same information about others?
-

## **Perceptions**

*Please turn to the “Perceptions” section of your report.*

Read and reflect on this information. The words listed under “self-perception” are words that you would use to describe yourself in a positive light. However, it is natural for us all to display a negative side. Everyone has days when they are not at their best.

Look at the words others may be using to describe you.

- Do you agree with any of these possible perceptions?
- Can you think of someone that may have a negative perception of you? Why might they have this perception?
- Are any of these perceptions keeping you from getting what you want?
- If so, what changes must you make?

## **Natural and Adapted Selling Style**

*Please turn to the “Natural and Adapted Selling Style” section of your report.*

Every person has a natural way of dealing with problems, people, pace and procedures. Situational adapting is a necessary part of life. However, if one must adapt for extended periods of time they may experience excessive stress. Please read your natural and Adapted Selling Style in each area.

*Please refer to your “Natural and Adapted Selling Style” for dealing with problems and challenges.*

- Is your adapted style significantly different from your natural style?
- If so, is there a situation in your life that is causing you to adapt your style?
- If you are adapting, are you doing it to succeed or survive?

*Please refer to your “Natural and Adapted Selling Style” for dealing with people and contacts.*

- Is your adapted style significantly different from your natural style?
- If so, is there a situation in your life that is causing you to adapt your style?
- If you are adapting, are you doing it to succeed or survive?

*Please refer to your “Natural and Adapted Selling Style” for dealing with pace and consistency.*

- Is your adapted style significantly different from your natural style?
  - If so, is there a situation in your life that is causing you to adapt your style?
  - If you are adapting, are you doing it to succeed or survive?
-

## **Natural and Adapted Selling Style (Cont.)**

*Please refer to your “Natural and Adapted Selling Style” for dealing with procedures and constraints.*

- Is your adapted style significantly different from your natural style?
- If so, is there a situation in your life that is causing you to adapt your style?
- If you are adapting, are you doing it to succeed or survive?

## **Adapted Style**

*Please turn to the “Adapted Style” section of your report.*

Your adapted style can change from time to time. Today, the most successful people are those that can adapt to any environment. Sometimes people are forced to adapt in order to survive and sometimes they are forced to adapt in order to succeed.

Read this section of your report and answer the following questions.

- Are you comfortable with your adapted style?
- Is it helping you get what you want?
- Do you feel you are paying too big a price to get what you want?

## Areas For Improvement

*Please turn to the “Areas For Improvement” section of your report.*

Limitations provide opportunities for improvement. List three areas for improvement that may be keeping you from getting what you want. Under each, list some actions you intend to take to minimize these areas.

1. Limitations \_\_\_\_\_

Action \_\_\_\_\_

Action \_\_\_\_\_

Action \_\_\_\_\_

2. Limitations \_\_\_\_\_

Action \_\_\_\_\_

Action \_\_\_\_\_

Action \_\_\_\_\_

3. Limitations \_\_\_\_\_

Action \_\_\_\_\_

Action \_\_\_\_\_

Action \_\_\_\_\_

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## Summary

The Success discovery Process is designed to help you achieve success however you define it. Success for most people is defined in terms of specific goals such as: a better job, a promotion or improved relationships. What goals would you like to achieve? Now that you understand your strengths and weaknesses, you can do more of what helps you get what you want and stop doing what keeps you from getting what you want.

Think of no more than three goals you would like to achieve. The most important element in success is commitment. If you are truly committed to achieving your goals, you will share them with people who are important to you. List three goals you are committed to achieve:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

# ACTION PLAN for Self-Development

NAME: \_\_\_\_\_

List three areas in which you see the need to focus effort along with your plan of action to achieve the desired goal. Select improvement items from the Development Guide , the text report, or suggestions from your manager or facilitator.

" **FIRST FOCUS AREA:** \_\_\_\_\_

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

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*Time frame to achieve this goal:*

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" **SECOND FOCUS AREA:** \_\_\_\_\_

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

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*Time frame to achieve this goal:*

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" **THIRD FOCUS AREA:** \_\_\_\_\_

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

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*Time frame to achieve this goal:*

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Date: / /

Action Plan Commitment Agreement by: \_\_\_\_\_ (Examinee)

Supported by: \_\_\_\_\_ (Manager/Facilitator)



# Rainmaker Sales Performance Review



**STRATEGIC SALES TRAINING**

## PROSPECTING/QUALIFYING

Possible reasons for scoring below top performers:

1. Lack of understanding who the real prospects and decision makers are.
2. Lack of understanding of the type of information needed to qualify a prospect.
3. Tied to traditional methods of prospecting.
4. Poor time management.
5. Telephone techniques.

### **Suggested Solutions**

Training, coaching or listening to the following audio sessions:

- Cold Calling Skills
- Time & Territory Management Skills
- Telephone Skills
- Self-Starting Capacity
- Handling Rejection
- Persistence

## FIRST IMPRESSION/GREETING

Possible reasons for scoring below top performers:

1. Lack skills in identifying buying style and how to approach them differently.
2. More concerned about their own personal agenda than potential clients.
3. Inability to mark their style—even aggressive salespeople can.
4. Failure to gather the right information in the prospecting stage.
5. Failure to display sincere interest in prospect's problems.

### **Suggested Solutions**

Training, coaching or listening to the following audio sessions:

- Engaging Customers
- Projecting Rapport
- How to be Courteous and Polite
- Relating with Others
- Evaluating Others
- Taking Initiative in Meeting Others

## QUALIFYING/QUESTIONS

Possible reasons for scoring below top performers:

1. Failure to appreciate the type of probing necessary to discover what the client wants and needs.
2. Failure to ask the tough questions or making an assumption that all prospects want to hear your presentation.
3. Poor listening skills.

### **Suggested Solutions**

Training, coaching or listening to the following audio sessions:

- Qualifying Buyers
- Questioning Strength
- Accurate Listening
- Understanding Needs
- Patience
- Maintaining Goal Focus

## DEMONSTRATION

Possible reasons for scoring below top performers:

1. Failure to listen to the “wants” described in the question stage.
2. Demonstrating to fulfill their needs and not the client’s needs.
3. Failure to appeal to the customer’s interest and desires.
4. Thinking features rather than applications.
5. Failure to answer “What’s in it for me?” for your prospect.

### **Suggested Solutions**

Training, coaching or listening to the following audio sessions:

- Giving an Effective Presentation
- Persuading Others
- Balanced Communication
- Concrete Organization
- Personal Flexibility

## INFLUENCE

Possible reasons for scoring below top performers:

1. Failure to understand the strategy of proving your claims.
2. Failure to sell value and justify price.
3. Failure to relieve the fear of buying.

### **Suggested Solutions**

Training, coaching or listening to the following audio sessions:

- Solving Sales Problems
- Identifying Buying Signals
- Maintaining Trust
- Emotional Connection
- Proving Your Claims
- Problem Resolution

## CLOSE

Possible reasons for scoring below top performers:

1. Failure to negotiate the conditions of the sale.
2. Failure to answer objectives and create value.
3. Failure to take the risk to close the sale.

### **Suggested Solutions**

Training, coaching or listening to the following audio sessions:

- Dealing with Objection
- Closing the Sale
- Identifying Objectives
- Courage
- Self-Control
- Being Results-Oriented

## GENERAL

Possible reasons for scoring below top performers:

1. Failure to appreciate the little things that lead to a successful presentation such as being prepared, using sales aids, managing time, and using call reports.
2. Lack of commitment of sales as a profession.
3. Poor attitude towards selling.

# Rainmaker Sales Performance Review



**INFLUENCE TECHNIQUES and Word Triggers**

# Identifying Buying Styles & Triggers - 1

Earlier in the program you were asked to learn negotiation techniques based upon a person's behavioral profile. The information that follows is an extension of the negotiation technique but is adapted toward selling and bringing in business.

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## Type 1 - High Dominance, High Achievers

### Statements that Influence - Type 1 - High Dominance, High Achievers:

- “No doubt you’ll want to try it out. You’re the type of person who will make it work.”
- “While it is difficult to accept just anything, you’ll be able to see both the advantages and disadvantages.”
- “Other people can carry on with the program once you have explained it. You’re the person who will get the credit. After all, you are the one making the decision.”
- “This is totally new—really, there is nothing that will compare to this idea.”
- “The nice thing about this plan is that you don’t necessarily have to do it all yourself.”
- “In a few minutes you can see the way it will serve your needs.”
- “This program sells itself. In just a few words I can demonstrate the practical advantages.”
- “This will provide an opportunity to get credit for what you do. It is something you can call your own.”

### Presentation Tips - for High Dominance, High Achiever Individuals:

- Don’t waste their time. They won’t want lots of facts and figures; just hit the high points and get to the bottom line.
- You and the product must appear credible.
- Can be difficult to switch from current, trusted suppliers. But, once switched will remain highly loyal as long as you provide service.
- Will not want to see many testimonials, research, data, etc. May delegate this research to subordinates.

- Will be impressed with an efficient, no-nonsense, business-like manner.
- Will be interested in new products.
- Be concise and business-like. Don't waste time with idle talk. Get to the point quickly, solve their problems fast and make the sale.

**Buy-in Characteristics** - for High Dominance, High Achiever Individuals:

- An entrepreneur with many interests. Often is involved in other jobs or activities.
- Highly interested in new products and innovations.
- Usually possesses a fairly high ego factor. Does not like to waste time.

**Words that Influence** - Type 1 - High Dominance, High Achiever Individuals:

Control  
Power  
Authority  
Prestige  
Success  
Rapid advancement  
Focus on the bottom line  
Freedom from details  
Freedom from controls  
Challenges  
New  
Innovative  
Leader

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# Buying Styles and Triggers - 2

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## Type 2 - High Influence, High level Persuaders

### Statements that Influence - Type 2 - High Influence, High level Persuaders:

- “Looking at the comparisons I’ve made will help you decide which approach is better.”
- “You will want to delegate some of these tasks to others since your time is valuable.”
- “Many people recognize the need. You would be the first person to recognize that. However, one individual has to lead the way, and I’m sure they can rely on your judgment.”
- “By combining this idea with what you are presently doing, you have a combination for future profits, and you will be building on your present success.”
- “You’ll want to try something that provides you an opportunity to expand your present operation.”
- “This is an overall summary, which will be helpful for you to see the feasibility of the program.”
- “It’s the kind of program that utilizes your skills in working with an innovative idea.”

### Presentation Tips - for High Influence, High level Persuaders:

- Spare the details; they will not want to hear them.
- The buyer will often buy easily from you with only a minimum presentation. But beware! The competition can steal the buyer away from you just as easily. So give plenty of follow-up service.
- The buyer will be interested in new and innovative products. They will try almost anything under the right circumstances.
- The buyer will want to talk a lot, socialize, etc. Buy him lunch or a cup of coffee and you’ll have him sold.
- Eliminate lots of details. Just hit the high points. Show him new products, socialize and provide plenty of follow-up.

### **Buy-in Characteristics** - for Type 2 - High Influence, High level Persuaders:

- A friendly, people-oriented person who would rather talk and socialize than do detail work.
- Will be glad to see you arrive. Will readily trade jokes and stories with you.
- Won't want to discuss business too much; will prefer telling stories and talking about other things.
- Likes to try out new and innovative products

### **Words that Influence** - High Influence, High level Persuaders:

Freedom from controls  
Social recognition  
Influencing others  
Leader  
Freedom of movement  
Motivating groups  
Network of contacts  
Concentration on people rather than tasks

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# Buying Styles and Triggers - 3

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## Type 3 - High Stability, Task Oriented

### Statements that Influence - Type 3 - High Stability, Task Oriented Individuals:

- “I feel you are open to a number of possibilities, and I want to recommend this plan of action.”
- “There is so much potential success here in what you can do. It is important to keep abreast of what others are doing.”
- “Make some calls to others who have anticipated a similar change. I have a comprehensive list that will assist you in this activity.”
- “While you will not change just for the sake of changing, you can readily see how this will add to your already effective system.”
- “You will have an opportunity to see the way in which I work with the plan. That will provide you with an opportunity to get some additional clarification.”
- “By accepting this system, you are really buying insurance for yourself and your organization. There is a great deal of security involved.”
- “A number of individuals and organizations have already found the system to be very reliable. Here is a list of those groups.”
- “The factual information and the conclusions will be of real interest to you. Check it over to see how it works.”

### Presentation Tips - for Type 3 - High Stability, Task Oriented Individuals:

- Take it slow and easy; if you go too fast, you’ll lose the sale.
- Provide plenty of proof and statistics.
- Earn their trust and friendship by visiting about family and hobbies.
- May require additional visits for reassurances before the sale is made.
- Emphasize your proven products.

- Earn their trust with facts and figures.
- Take it slow and easy. Make repeat visits and be sure all questions are answered.

**Buy-in Characteristics** - for High Stability, Task Oriented Individuals:

- May be somewhat shy, but wants to be your friend.
- Not suspicious, but very slow to make changes.
- Puts priorities on things other than appearances.
- Needs to trust the salesperson.
- Not an innovator, but likes proven, traditional concepts.
- Family oriented.

**Words that Influence** - Type 3 - High Stability, Task Oriented Individuals:

Logical explanations  
Harmony  
Proven procedures  
Directions  
Closure  
Time to adjust to change  
Appreciation  
Loyalty  
Relationships  
Security

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# Buying Styles and Triggers - 4

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## Type 4 - High Compliance, Procedural

### Statements that Influence - Type 4 - High Compliance, Procedural Individuals:

- “A program such as this should have standards which permit a careful evaluation of the quality. It will stand up to your high standards of operation.”
- “With something this important, let’s set up several sessions where we can clarify all the possible alternatives.”
- “There’s always the excitement of putting something like this to work. You are going to be around here a long time, but I’ll be surprised if this system is not here when you’re retired and enjoying your leisure.”
- “Other people are doing it, and it works for them. You’ll probably end up doing it better than they are.”
- “You’re in a position to examine the facts, interpret them and draw the conclusions.”
- “I am sure you’ll take a very close look at the findings.”
- “Remember, we are discussing a planned change. You will be able to work with it over a period of time to see how the system works.”
- “There has been a great amount of input into this idea, which ensures a quality program.”
- “You would be interested in knowing how thoroughly we have researched the entire operation. It’s been written up in the literature, and we can carefully go over this together.”

### Presentation Tips - for Type 4 - High Compliance, Procedural Individuals:

- Needs lots of proof, background information and proven results before making a purchase.
- Needs to take time, absorb details and digest facts before going to the next step.
- Highly suspicious of new and unproven products. Use testimonials or plenty of research information to back up your presentation.

- Don't rush, but don't waste time with small talk. Get right to the point with plenty of facts and figures. Be sure all questions are answered.

**Buy-in Characteristics** - for Type 4 - High Compliance, Procedural Individuals:

- May be suspicious of you and your products.
- Does not readily make product/service changes.
- Usually not too talkative.
- Is not an innovator; will not readily try out new and innovative technology.

**Words that Influence** - for Type 4 - High Compliance, Procedural Individuals:

Procedures  
Safety  
Quality  
Stability  
Time to think  
Data  
Information

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# ACTION PLAN for Self-Development

NAME: \_\_\_\_\_

List three areas in which you see the need to focus effort along with your plan of action to achieve the desired goal. Select improvement items from the Development Guide , the text report, or suggestions from your manager or facilitator.

" **FIRST FOCUS AREA:** \_\_\_\_\_

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

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*Time frame to achieve this goal:*

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" **SECOND FOCUS AREA:** \_\_\_\_\_

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

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*Time frame to achieve this goal:*

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" **THIRD FOCUS AREA:** \_\_\_\_\_

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

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*Time frame to achieve this goal:*

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Date: / /

Action Plan Commitment Agreement by: \_\_\_\_\_ (Examinee)

Supported by: \_\_\_\_\_ (Manager/Facilitator)

