

The Business Development Model



Prevue Business Development . . .

PROLOGUE CONTENTS:

- Introduction Business Development and Sales Manager Model
- Instructions
- Negotiation Guide

Introduction to
The Success Discovery Process
for the
**Prevue Rainmaker Process Model for Sales Manager
-or- Business Development Manager**

The “Prevue Rainmaker Process Model” report series is designed to improve your ability to bring peers, subordinates, clients, and prospects within your sphere of influence.

This report is not designed to be a “read only” document. It is meant to be used as a roadmap and guide toward Leadership development.

The Prevue Rainmaker Process Model Report consists of three distinct sections.

1. Prevue Development and Coaching Report - Understanding the following traits:

- Working with Numbers, *Words, Shapes (Graphs, Maps, and Abstract Thinking)*
- Working with *People, Data, and Things.*
- Behavioral *and Personality Traits.*
- Cognitive Ability *and the ability to solve problems and think “Outside the box.”*
- Personal Interests, *Attitudes, and Values.*

2. Sales Strategy Index traits. - Understanding:

- The ability to “read” others and read signs they are interested in your product or service.
- An Analysis of “Basic” selling skills.
- An Analysis of “Advanced” selling skills.
- Overall Analysis of your ability to strategize for sales success.
(Especially useful in complex sales situations).

3. Emotional Intelligence Quotient traits. - Understanding:

- Self-Awareness *(Ability to understand your moods and drives)*
- Self-Regulation *(Ability to control or redirect disruptive influences)*
- Motivation *(Work for reasons that go beyond money or status)*
- Empathy *(Ability to understand the emotional makeup of others)*
- Social Skills *(Proficiency in managing relationships and building networks)*

Managing and Developing the above listed traits goes to the heart of Sales, Business Development, and the Leadership Competencies of “making complex decisions.” Your goal therefore, is to bring others into your sphere of influence based upon your effectiveness in combining a mixture of analysis, wisdom, experience, and judgement. In short, you will be sought out by others for your expertise, advice. and solutions.

RAINMAKER PROCESS MODEL - INSTRUCTIONS:

The Rainmaker Process Model report is designed to become the basis for an Executive intervention type Performance Development program. 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 Success Discovery Process please discuss the report and the completed workbook with a friend and your manager or facilitator.

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” insights section.** Fill out and complete the “People I Know” worksheet and begin practicing the recommended negotiation techniques until they become “second nature” to you. This will take time and practice..
 - Set the report aside and reflect upon the contents.
-

Day 2 - Carefully re-read the Coaching Report section. (Part 1)

- Make notes after reading each trait taking into account the report recommendations on:
 - Training, and performance development and learning insights and-
 - Continuous Quality Improvements.
 - Think about how you will adapt to fulfill the report recommendations.
(Make a separate list if necessary).
- **Fill out and complete the “Trait development section”**
- **Fill out and complete the “SDP Personal Interest, Attitudes, and Values pages”**
- Reflect upon how you intend to apply the recommendations and put them into action.

Keep in mind this portion of the report examines your approach to life, and to the job by analyzing your job focus and Personal Interests, Attitudes, and Values).

Day 3 - Re-read the Sales Strategy Index section. (Part 2)

- Make notes based upon the report recommendations.
 - **Carefully complete the SSI Discovery Process portion of the workbook.**
 - Create an action plan for improvement.
 - Focus effort on changing your approach in any area where your response was considered by the system as being “Least Effective.”
 - **Study and learn to apply the “Advanced Business Development Strategies”** portion of the Discovery Process. This is an extension and enhancement of basic negotiation strategies and focuses on strategizing for success in sales and business development situations.
 - Immediately begin applying what you have learned on clients, prospects, and business associates.
 - Keep in mind that to succeed we must constantly sell ourselves, our business, and look for opportunities to turn contacts into sales situations.
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(Continued on the next page)

Day 4 - Re-read the Emotional Intelligence section. (Part 3)

- Make notes based upon the report recommendations.
- **Carefully complete the EIQ Discovery Process portion of the workbook.**
- Create an action plan for improvement.
- Immediately begin applying what you have learned. Practice on friends, family, peers, and subordinates.

Note: *Properly applying EIQ techniques is an invaluable tool for management and sales personnel. The goal of E.I.Q. is to persuade and influence others, to take control of stressful situations and exhibit the ability to mediate in complex social situations.*

Day 5 - Review once again the Coaching Report section and carefully
Fill out and complete the Discovery Process Workbook.

Day 6 - Re-read the entire report to imprint an in-depth understanding of the information contained within the report.

Continuous focus:

- 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.
 - Review the report monthly until all Leadership traits have been enhanced.
 - The effort you expend on the Rainmaker Process Model Discovery Process will bring lifelong rewards and benefits both personally and professionally.
-

Continuous Learning:

As we have moved away from the Industrial Age to more intangible jobs, the need for Continuous Learning has become paramount. Continuous Learning can be a challenge for some people especially those in Senior Management Positions. Your future career success depends on continuous learning.

- The top ten in demand jobs in 2010 did not exist in 2004.
- U.S. Department of Labor estimates that today’s new job candidate will have 10 to 14 jobs by age 38.
- In 2009 there were 31 billion searches on Google every month.; only 2.7 billion for the year 2006.
- Jobs are changing and the job market is changing. Continuous Learning is an absolute necessity.

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Negotiation Techniques & 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

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

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 -

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.

Assertive People - Type 1

Name: _____

Name: _____

Name: _____

Name: _____

Relationship Oriented People - Type 2

Name: _____

Name: _____

Name: _____

Name: _____

Supporting People - Type 3

Name: _____

Name: _____

Name: _____

Name: _____

Analytic People - Type 4

Name: _____

Name: _____

Name: _____

Name: _____

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Part One > Coaching

- For Business Development and Sales Management -

Prevue Self-Help & Development Program

Instructions:

- Ratings of 4 through 8 are generally considered to be "Average" and appropriate for most jobs. It is not necessary to focus on traits with ratings of 4 through 8.
- A Rating of 9 is considered "High" verify that your focus is appropriate to the job.
- A Rating of 10 may be an excessive focus that may turn a strength into a potential weakness.
- Ratings of 2 or 3 are generally considered to be "weak" or outside the norm. If your rating is 2 or 3, examine if this will have a negative impact on the job.
- A rating of 1 in any trait is an area for concern. Discuss with your Manager. Work together to find an improvement solution.

Enter your rating for each of the following traits:

Trait: **Working with Numbers**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Working with words**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Working with Shapes**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Working with People**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Working with Data**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Working with Things**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Diplomatic**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Cooperative**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Submissive**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Spontaneous**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Innovative**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Reactive**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Introvert**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Self-Sufficient**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Reserved**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Emotional**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Restless**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Excitable**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

Trait: **Frank**

My Rating: _____

I intend to improve in this area by:

If your rating is 1, 2, or 3, this is an area of concern. List how you propose to improve in this area. If your rating is 10, your approach to the job may be excessive in this area, list how you propose to moderate or refocus your behavior.

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:

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)



Part Two > Strategic Sales Techniques

- For Business Development and Sales Management -

Developing a “Sales Centric” Organization

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 Sales and 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.

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

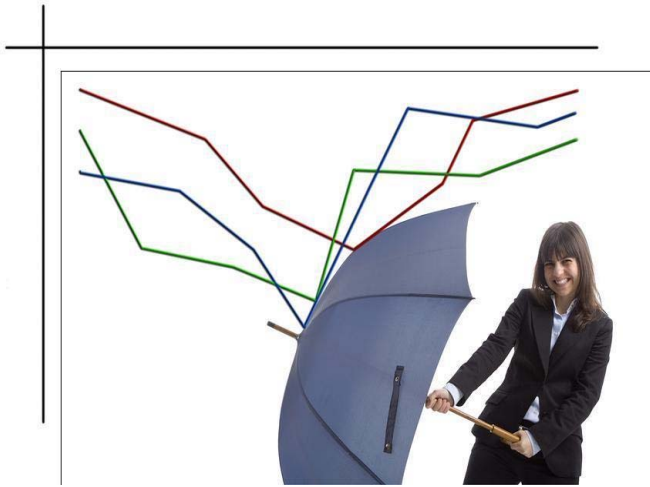
Training, coaching or listening to the following audio sessions:

- 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.



Words and Techniques
to **Persuade and Influence** Others

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.

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

Buying Styles and Triggers - 2

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

Buying Styles and Triggers - 3

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

Buying Styles and Triggers - 4

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

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:

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)

