



Part One > Coaching
- For Sales Success -

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:** _____

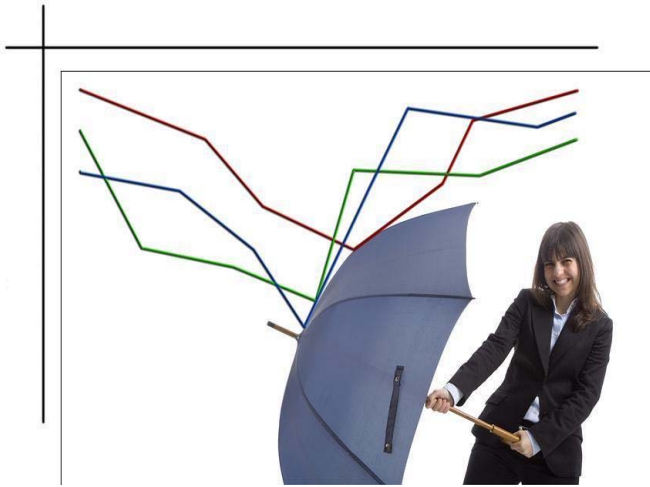
Action Plan - Steps I will use to achieve improvement goals in this area:

Time frame to achieve this goal:

Date: / /

Action Plan Commitment Agreement by: _____ (Examinee)

Supported by: _____ (Manager/Facilitator)



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:** _____

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" **THIRD FOCUS AREA:** _____

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Time frame to achieve this goal:

Date: / /

Action Plan Commitment Agreement by: _____ (Examinee)

Supported by: _____ (Manager/Facilitator)