

 **Blueprint for Success™**

Sales

John Doe

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Key Factors to Success

Your Blueprint for Success is designed to be used both personally and professionally. It utilizes a massive database of scientific information on human behavior to help you understand and capitalize on your unique strengths.

You selected all the statements below when completing the previous sections. They represent key factors to your success. Put this information to work for you as soon as possible by sharing it with important players in your personal and professional life.

John's Sales Characteristics

- ✎ John may have difficulty selling the aggressive buyer who just wants to hear the "bottom line" benefits. His natural sales style is slower paced than what the aggressive buyer wants.
- ✎ Sometimes he prefers to sell tangible products over intangibles. Although he can probably sell either, he is more comfortable with products people can see and touch.
- ✎ One of John's sales strengths is his ability to listen to what the buyer is saying. He can display the patience required to allow the buyer the opportunity to explain his needs.
- ✎ John will avoid confrontation in his sales presentation. He may not even challenge a potential buyer who has been misinformed about his product or service. He will remain amiable and attempt to influence by using logic.
- ✎ Flexibility can be a problem with him. He prefers selling his way and may resist changing his presentation to meet the buyer's buying habits.
- ✎ He represents the type of salesperson who prepares before he makes a sales presentation. He wants complete knowledge of his product or service. If he is armed with knowledge and preparation, he will deliver a logical presentation.
- ✎ Occasionally, he spends too much time in the office. He uses this office time to meet his need for adequate preparation, since he becomes frustrated when prospects ask questions he can't answer.
- ✎ He may side with the customer, if the customer is dissatisfied with the product or service. His basic approach to servicing is to make the customer happy.
- ✎ He usually responds slowly to resistance when he is closing. He doesn't like confrontation, so he will avoid the resistance if possible.
- ✎ He can become complacent with servicing the old accounts and not push hard enough for new business.

John's Unique Talents

- ✎ Conscientious and steady.
- ✎ Builds good relationships.
- ✎ Good at reconciling factions--is calm and adds stability.
- ✎ Comprehensive worker.

**Key Factors to Success - Continued****John's Ideal Environment**

- ✍ Little conflict between people or customers.
- ✍ A stable and predictable environment.
- ✍ Prefers technical work, specialized area.
- ✍ An environment that allows time to change.
- ✍ Assignments that can be followed through to completion.

Communication Style - Do's and Don'ts

When communicating with John:

- ✍ Watch carefully for possible areas of early disagreement or dissatisfaction.
- ✍ Make an organized presentation of your position, if you disagree.
- ✍ Provide solid, tangible, practical evidence.
- ✍ Follow through, if you agree.

Don't do this when communicating with John:

- ✍ Force him to respond quickly to your objectives; don't say "Here's how I see it."
- ✍ Patronize or demean him by using subtlety or incentive.
- ✍ Leave things to chance or luck.
- ✍ Be domineering or demanding; don't threaten with position power.

Keys to Motivating and Managing

John wants:

- ✍ Rewards to support his dreams.
- ✍ To work with people with whom he can trust.
- ✍ Time to think out his plan and follow through.
- ✍ A friendly work environment.

John needs:

- ✍ An exact job description and expectations in writing.
- ✍ Explanations for sales objections.
- ✍ A warm and friendly work environment.
- ✍ The facts in a logical sequence.

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Potential Roadblocks to Success

All of us have a few predictable areas in which we would like to improve. If we do not address these areas, they will remain roadblocks to our success.

The statements below represent problem areas you selected that deal with time and communication with others. Extensive behavioral research indicates possible causes and potential solutions to the problem areas you selected. Review each carefully and consider the recommended solutions.

Potential Time Wasters

- ✧ FAILURE TO SHARE INFORMATION - The failure to share information is the inability or unwillingness to discuss with others.
 - ✧ POSSIBLE CAUSES:
 - ✧ Don't think others want to know the information
 - ✧ Unclear of the way the information will be used/received
 - ✧ Wait until asked before sharing information
 - ✧ POSSIBLE SOLUTIONS:
 - ✧ Let others know that they need to ask for information
 - ✧ Share with those whose opinions you trust
- ✧ FAILURE TO ANTICIPATE - Failure to anticipate is the lack of focusing on possible outcomes or requirements.
 - ✧ POSSIBLE CAUSES:
 - ✧ Expect only the best to happen
 - ✧ Expect everyone else to do their best
 - ✧ Trust the system to run well
 - ✧ Focus on the here and now rather than the future
 - ✧ Resist change
 - ✧ POSSIBLE SOLUTIONS:
 - ✧ Set aside a specific amount of time each day to consider outcome possibilities
 - ✧ Talk with others who may have prior experience with a specific task or person

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Potential Roadblocks to Success - Continued

Potential Time Wasters

- ✍ FAILURE TO CLARIFY PRECISE RESPONSIBILITIES WITH MANAGER - The failure to clarify precise responsibilities with your manager assumes that you have a full understanding of his/her expectations. It infers that your manager understands your job and concurs with your assessment of requirements.
 - ✍ POSSIBLE CAUSES:
 - ✍ Unsure of how you will be perceived
 - ✍ Don't want to overstep authority
 - ✍ Want to be a team player
 - ✍ Want to help everyone so you don't object to the manager when requests are being made that are not your responsibility
 - ✍ POSSIBLE SOLUTIONS:
 - ✍ Have informal conversations with the manager about his/her expectations
 - ✍ Share with manager your expectations
 - ✍ Clarify with peers and other managers your duties and responsibilities
 - ✍ Read and discuss articles on "management by objectives"
- ✍ RESISTING CHANGE - Resisting change is the process of consciously or subconsciously not participating in the change process. Measures of resistance may be active or passive, not doing things the new way, or making excuses for not having tasks accomplished.
 - ✍ POSSIBLE CAUSES:
 - ✍ Need a high degree of security
 - ✍ Like to maintain the status quo
 - ✍ Routine/procedures have worked in the past
 - ✍ One specific aspect of a proposed change violates sense of values
 - ✍ A specific change is not seen as contributing to successful accomplishments
 - ✍ POSSIBLE SOLUTIONS:
 - ✍ Acknowledge that change is a natural part of any job
 - ✍ Develop the habit of writing down all of the pros and cons of a specific change
 - ✍ Evaluate each objection to a change
 - ✍ If there is one specific objection that is overriding the ability to change, share the specific concern with those involved and seek advice or input from others

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Potential Roadblocks to Success - Continued

Communicating with Others

- ✍ You have indicated that you experience difficulty **when selling to a person who is magnetic, enthusiastic, friendly, demonstrative and political:**
 - ✍ Provide a warm and friendly environment.
 - ✍ Don't deal with a lot of details, unless they want them.
 - ✍ Provide testimonials from people they see as important.
- Factors that will create tension:**
 - ✍ Being curt, cold or tight-lipped.
 - ✍ Controlling the conversation.
 - ✍ Driving on facts and figures, alternatives, abstractions.

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Contract With Yourself

This contract consolidates your responses and is the MOST IMPORTANT SECTION by far. If you keep this contract with yourself and act on the items listed below, there should be no limit to the amount of success and happiness that you can achieve.

You indicated your commitment to achieving your goals is: **Strong**.

1. The things I like most about sales are:

There are few people that like the thrill of sales. I am one of those. The ability to meet all kinds of people and solve their problems with a quality product is a dream come true for me.

2. The things about sales I like least are:

I do not like to prospect. My best suit is building a strong relationship after the first contact has been made.

3. I have discovered the following hidden talents from my report:

I will avoid confrontation in my sales presentation. I may not even challenge a potential buyer who has been misinformed about my product or service. I will remain amiable and attempt to influence by using logic. I always understood this about myself but did not really understand before now that it is a talent of mine.

4. I feel my sales talents are:

As I stated above I think that the ability to get the customer to trust my recommendations and me is key to sales success.

5. If the appropriate people knew the valued all of my sales talents, the impact on my career would be:

I would find myself focused on the things I do best and not continually be asked to do things that I am not good at that ultimately lead to losing my motivation.

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Contract With Yourself - Continued

6. My short term goals are as follows:

To be the closer and implementor of the sale. To increase my earning by \$15K this year.

7. In order to achieve these goals I will need to take the following actions:

I will need to focus on using my talents wisely as well as create some innovative ways to increase my contacts with good targeted prospects by 3 times what I do today.

8. I will need to articulate these goals to the following individual(s):

My boss

9. The barriers listed below, stand in the way of success:

Fear of asking for what I need boldly.

My boss asking me, without understanding, to improve and/or step up my activities in prospecting instead of finding ways to find good target prospects for me. The way I see it; my time and his money is best spent with me in front of target prospects doing what I do best instead of bogged down with something anyone can do.

10. I will use the following specific talents to assist me in achieving my career goals:

Conscientious and steady. Builds good relationships. Good at reconciling factions--is calm and adds stability. Comprehensive worker.

11. How committed are you today to achieving these goals?

1 2 3 4 5 6 7 8 10

I am committed to start on this date:

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Your Personal Goals

The contract with yourself if implemented should lead you to generating income and happiness in your career, But just as important is your overall personal happiness.

The following section is designed to document your personal goals and the actions required to achieve them.

1. **What are your personal goals in life?**
2. **Describe how you plan to achieve your personal goals and what actions you will take.**
3. **Who else needs to be aware of your personal goals?**
4. **What personal factors may hinder your success in achieving your personal goals?**
5. **What outside factors may hinder your success in achieving your personal goals?**
6. **How committed are you today to achieving both your personal and career goals? Please rank your commitment on a scale of 1-10 (10 representing "very committed").**
7. **Who would be the best person(s) to hold you accountable to achieving both your career and personal goals?**
8. **What barriers do you need to eliminate to achive your personal and career goals?**
9. **How will you feel when you've achieved both your personal and career goals?**
10. **What will you hear others say about you when you've achieved your goals?**
11. **When you have achieved your goals, what impact will this have on your life?**

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