

Sales **BOOSTER!**

Optimizing your sales performance

Confidentially prepared for

Sample Report



The new destination for sales professionals



IMPORTANT NOTICE

This report is intended to help you in your professional development activities. The material has been designed for educational purposes only. It is not intended to evaluate your suitability for sales or sales management nor should the feedback be used for selection or job placement purposes. SalesDialogue Systems Inc. assumes no responsibility for improper use of this program and expressly disclaims liability for errors or omissions in the report.

Introduction

Thank you for completing our *Sales BOOSTER* assessment. As a sales professional committed to your ongoing development, you are sure to benefit from the information you are about to receive, regardless of your level of sales experience. Our intention is to provide you with practical suggestions, hints and tips that you can apply immediately to bolster your success in sales. Your feedback report is developmental. It is not designed to evaluate your sales suitability, or your management potential. Rather, this document has been designed to help you bolster and further leverage your current sales capabilities. We recommend that you read your report from cover to cover before beginning your developmental exercises in Part 3.

The Back Story...

Sales BOOSTER was developed on the premise that every sales professional, whether just embarking on their career, or already highly seasoned, has the potential to become even more successful than they are today. Years of research and experience in consulting work with top sales professionals has revealed what distinguishes average from elite performers: Their *thinking* patterns. *Sales BOOSTER* is designed to help you align your thinking with your sales objectives, as well as uncover some tendencies that may be unknowingly holding you back from reaching your full potential in sales.

The *Sales BOOSTER* Approach

The best in sales understand and operate according to two dimensions of effective selling: ***Achieving Results*** and ***Building Partnerships***. Reaching your full potential as a sales professional requires an equal emphasis on both of these dimensions. Each dimension encompasses three success factors, for a total of six key elements:

ACHIEVING RESULTS	BUILDING PARTNERSHIPS
Belief in Self	Belief in the Client
Focus on the Sale	Focus on the Relationship
Drive to Succeed	Drive to Influence

The Six Sales Success Factors

Below you will find a brief summary of each of the six success factors that comprise the *Sales BOOSTER* model. These success factors are the closely guarded secrets that top sales professionals consistently live by. These six success factors are applicable to all sales professionals, from the highly experienced sales master, to the individual just starting out in their sales career.

Success Factor	Practical Explanation/Action Definition
<p>Belief in Self</p> <p><i>The confidence factor</i></p>	<p>Individuals with a strong Belief in Self...</p> <p>Possess equal confidence in their current capabilities and in their potential to improve. They anticipate success.</p>
<p>Focus on the Sale</p> <p><i>The goal orientation factor</i></p>	<p>Individuals with a strong Focus on the Sale...</p> <p>Set clear, actionable goals and adhere to these despite obstacles or setbacks. They regularly review their sales objectives.</p>
<p>Drive to Succeed</p> <p><i>The motivation factor</i></p>	<p>Individuals with a strong Drive to Succeed...</p> <p>Enthusiastically strive to meet their goals and are keenly aware of what drives them. They intend to do very well.</p>
<p>Belief in the Client</p> <p><i>The positive regard factor</i></p>	<p>Individuals with a strong Belief in the Client...</p> <p>Appreciate their clients' good qualities and strive to bring out the best in others in every sales encounter. They project goodwill.</p>
<p>Focus on the Relationship</p> <p><i>The partnership factor</i></p>	<p>Individuals with a strong Focus on the Relationship...</p> <p>Recognize their clients as partners who are essential to their own success and strive to build alliances. They enjoy giving clients quality advice.</p>
<p>Drive to Influence</p> <p><i>The persuasion factor</i></p>	<p>Individuals with a strong Drive to Influence...</p> <p>Capture their clients' attention and imagination, expertly leading them toward the sale. They live to close. They know they are in the world's greatest profession!</p>

The *Sales BOOSTER* Philosophy

Sales BOOSTER allows you to capitalize on the principle that even small changes can and do result in large gains when it comes to sales results. This *Sales BOOSTER* feedback report highlights one of the six success factors that, based on your responses to our questionnaire, represents the greatest potential for you to develop. You will be given the information you need to begin working on this factor immediately. The great news is that due to the degree of interconnectedness of the six success factors, improvement in only one factor will naturally lead to positive outcomes among the others. *Sales BOOSTER* will get your mind working for you!

How to Make the Most Out of This Feedback

PART 1 – RESULTS OVERVIEW - SIX SALES SUCCESS FACTORS... PAGE 5

You will find a chart presenting your personal ranking on the six success factors. As you move down the chart, you will notice the bold outlined box representing the area which holds your greatest potential for improvement. In keeping with the *Sales BOOSTER* philosophy, this is the area upon which you will benefit most from focusing your development efforts.

If you have not yet had any sales experience, you will still benefit from having taken *Sales BOOSTER*. You should read the report and endeavor to apply the concepts as you go about your sales activities. Then, in three to four months from now, come back to the report and do the exercises in a systematic way.

PART 2 - YOUR KEY DEVELOPMENTAL AREA IN DETAIL... PAGE 6

The success factor highlighted for your development will be explained in further detail, so that you will have a clear understanding of why improvement in this area will result in enhanced sales success, and what you can expect for your efforts.

PART 3 - DEVELOPMENTAL EXERCISES... PAGE 9

You will be provided with three developmental exercises designed to guide your improvement efforts. Each exercise was created to help you to develop the sales mindset that will enhance your sales results. We suggest that you use this information as a blueprint; during each of the next three months, implement one of the developmental exercises. It is vitally important that you do something with this feedback; it is one thing to have an intellectual understanding of the concepts presented, and yet another to actually put them into practice. Since lasting change can only occur with sustained action, make the commitment to act and enjoy the results to follow.

Sales BOOSTER has been specifically designed as a self-help, performance enhancement system. If you are presently working with a business coach or sales manager, you may elect to discuss your improvement efforts with them and (by mutual consent) perhaps share your development plans.

Ultimately, you are the only person who is responsible for your career direction and the more consistently you apply the suggestions and recommendations in the report, the greater sales success you will achieve.

PART 4 – CONCLUDING RECOMMENDATIONS – WHAT TO DO NEXT ... PAGE 14

Part 1 – Results Overview - Six Sales Success Factors

The chart below provides an overview of your ranking on all six *Sales BOOSTER* success factors. Your highest scores are presented first. They represent relative strengths in your sales mindset profile. These strengths have brought you to your current level. You have even more to contribute.

Any success factors that are underlined are areas of exceptional strength. On these factors, you have scored in the very high range in comparison with an external comparative group of over 1000 sales professionals in a cross-sectional sample of industries. But our philosophy is really not about comparing yourself to others. *Sales BOOSTER* is about recognizing your own unique strengths, capabilities, and about your potential to improve. Rather than spending too much time thinking about how you stack up against the competition, use your mind and energy to continue to improve. Then experience how far you can progress.

Your developmental area is shown at the bottom of the page. This boxed factor represents the area of greatest untapped potential. Focusing your developmental efforts here will make a significant difference in your results going forward. Also, since all six success factors are interconnected, strengthening one will optimally complement the others.

<i>Success Factor</i>	<i>Relative Ranking</i>	
<u>Focus on the Relationship</u> <i>The partnership factor</i>	<div style="display: flex; align-items: center; justify-content: center;"> <div style="margin-right: 10px;"><i>Highest</i></div> <div style="text-align: center;"> </div> <div style="margin-left: 10px;">GREATEST STRENGTH</div> </div>	
Belief in the Client <i>The positive regard factor</i>		
Focus on the Sale <i>The goal orientation factor</i>		
Drive to Succeed <i>The motivation factor</i>		
Belief in Self <i>The confidence factor</i>		
Drive to Influence <i>The persuasion factor</i>	<i>Lowest</i>	GREATEST UNTAPPED POTENTIAL

Part 2 – Your Key Developmental Area in Detail

Drive to Influence

The persuasion factor

GREATEST UNTAPPED POTENTIAL

YOUR CURRENT THINKING PATTERN

Your *Sales BOOSTER* results indicate that you have considerable potential to strengthen your Drive to Influence. Your belief in your capacity to persuade clients effectively to buy from you could be significantly more robust than it is today. Since making the sale is all about convincing the client that they can't do without what you've got, strengthening your Drive to Influence will impact your sales results dramatically.

WHAT THIS MEANS

In the correct dose, persuasion is a powerful prescription for assuring your success. Persuasion is the art of guiding your customers through the different steps of the sales process, helping them make the best decisions possible in view of their needs. Persuasion is a privilege, forever linked to your integrity in giving clients the best advice, all the time. Persuasion is effortful, and as such, requires a sustained level of motivation that might not be as high now relative to other times during your career. While it is true that some sales encounters only require a minimal degree of persuading clients to close a deal, others (the more challenging ones) depend entirely on your capacity to enter your clients' coveted sphere of influence. The key is not to hold back. The key is to create a positive compulsion to buy.

AN EXAMPLE TO CONSIDER

- Joan is an experienced sales professional who has no difficulty closing deals – that is, when her clients already see the value of what she has to offer. However, she has trouble when her clients hesitate. She tells herself, “They're not interested, I better not press them. If they don't think it's worthwhile, I can't change their minds.”
- Sally, on the other hand, relishes the opportunity to persuade clients who are on the fence. She thinks, “They're halfway there!” She listens carefully to her clients' objections and conveys that she understands them. She then creates a compelling vision of the client using her product and benefiting from it. She overcomes her client's objections and makes the sale. What distinguishes Sally from Joan? It is a question of mindset.

WHAT WILL HAPPEN WHEN YOU STRENGTHEN YOUR DRIVE TO INFLUENCE

1) You will take more initiative in offering your clients the best advice

When you recognize the value of your advice in moving clients forward with their decision to buy, you will proactively offer your point of view and suggestions.

2) You will overcome client objections and reservations

You will enter the coveted sphere of influence and successfully convince your clients that they can't do without your product or service.

3) Your clients will trust you and want to do more business with you in the future

When you consistently provide the best advice and solutions, your clients will see you as essential to their success.

WHAT YOU CAN DO TO STRENGTHEN YOUR DRIVE TO INFLUENCE

You will significantly improve your Drive to Influence if you train your mind to see yourself as the key to your clients' success. Below you will find some basic principles of the way the mind works to help you understand how to improve your sales mindset:

SOME BASIC PRINCIPLES OF THE WAY THE MIND WORKS

Sales BOOSTER is all about conditioning your mind to work as your greatest ally in your sales endeavors. As you read on about what you can do to better align your thinking pattern with your sales objectives, we suggest that you keep the following principles in mind:

1) The mind can be conditioned and strengthened

That means, as you deepen your product knowledge, you will come up with compelling ideas and insights to use in influencing your clients to buy.

2) Your state of mind largely determines your reality

That means, you can view client objections and reservations as opportunities to persuade.

3) The imagination is stronger than the will

That means, you can capture your client's imagination and compel them to say yes to the sale, even when they initially seem uninterested.

WHAT YOU NEED TO DO NOW TO HAVE A STRONG SALES MINDSET:

1) IMPROVE YOUR PRODUCT KNOWLEDGE

- You need to know as many details as you can about your products to ensure that you can convey their benefits in the creative solutions you devise for your clients.
- See the first exercise in Part 3

2) VIEW CLIENT RESERVATIONS AS OPPORTUNITIES TO INFLUENCE

- You need to reframe how you think about client objections; view them as an indication that the client is interested, and use that to your advantage.
- See the second exercise in Part 3

3) CREATE A COMPULSION TO ACT

- You need to activate your clients' desire to buy, by convincing them that your product or service is the answer.
- See the third exercise in Part 3

Part 3 – Developmental Exercises

Below you will find three developmental exercises that you can apply immediately to work on strengthening your Drive to Influence. These exercises are powerful and highly effective. The key is to do them. It is important to recognize that real change begins with a commitment to doing something different, so consider that completing these exercises is a first step in the right direction. You will notice that the exercises are based on the principles of the mind discussed earlier in this report.

Carefully and methodically work through the developmental exercises, one exercise per month over a three month period. We recommend that you do the exercises in the order presented. Even if you think a particular section doesn't apply to you, have the patience and discipline to follow it. You will be glad you did.

1) IMPROVE YOUR PRODUCT KNOWLEDGE

Recall the first basic principle of the way the mind works; that is, *the mind can be conditioned and strengthened*. Here is how you can put that principle to work for you as you develop your Drive to Influence:

a) Get to know your products and services better

Becoming more knowledgeable about your products and services will result in an increased drive to persuade your clients. A greater level of expertise regarding your products and services will increase your confidence during client interactions, improve your focus, and raise your motivation to make the sale. You will demonstrate more enthusiasm to your clients and be more prepared to respond to any objections or reservations. You may also discover previously unnoticed unique selling points that you may add to your arsenal, increasing your potential to persuade.

List the products and services you would like to get to know better in the space below:

b) Determine how you will improve your knowledge

List the sources you will consult to learn more about the above products/services:

c) Use your new knowledge to make the sale

List some newly discovered “Points of Persuasion” such as product benefits or special features that you will use in influencing your clients:

2) REFRAME YOUR THOUGHTS ABOUT CLIENT OBJECTIONS

Remember, *your state of mind largely determines your reality*. Here is how you can put that principle to work for you in developing your Drive to Influence:

If a client is expressing a reservation, that means that they are engaged – they are contemplating purchasing what you have to offer – they actually care. Now it is up to you to take advantage of this interest and move them closer to the sale. Here is how to do it:

a) Listen carefully to your client and clarify the issues preventing them from buying (or, from buying from you)

You need to quiet down the internal conversation in your head and truly listen to the reasons for your client's hesitation. Think of a recent incident in which your client expressed a reservation about your product or service. Recall what the client said and write it down below:

Client Reservation
I'm not sure your product/service is right for me because...

b) Practice mentally accepting the client’s point of view

You need to mentally accept the client’s reservations and objections and understand that this is how they are feeling right now. If you accept their point of view as legitimate for them, you will have an easier time responding to the objections in a compelling way.

Write down your understanding of the client’s objection and practice saying to yourself, “I accept their point of view”:

Mentally Accept the Objection
I heard my client say...

“I accept their point of view.”

c) Get excited about addressing your client’s objections and reservations

Remember that an objection is a subconscious expression of interest. Capitalize on your client’s interest with an enthusiastic response to their reservation. Provide solution-oriented information about your product. Watch how your client responds.

In the space below, write down an enthusiastic, solution-oriented response to your client’s objection:

Response to Client’s Objection

3) CREATE A COMPULSION TO ACT

Recall that *the imagination is stronger than the will*. Here is how you can put that principle to work for you in developing your Drive to Influence:

a) Capture their imagination

If you can have your client imagine themselves using your product or service to solve a problem or fulfill a need, than you have made yourself integral to their success. They will inevitably feel compelled to buy from you.

Link a “mental picture” to your client’s needs and goals. This can be accomplished by asking clients better questions - questions that will compel clients to take action and to look at your product as a solution for them. The best in sales help clients envision why they truly need the products and services offered. Great salespeople ask great questions. Complete the chart below to help you capture the imagination of your key clients:

Key Client	The question you are now asking	A better “imagination capturing” question
1. Potential Life Insurance Buyer	Have you thought about buying life insurance?	If for some reason you were unable to provide for your family, would they have enough money to continue on?
2.		
3.		

Part 4 - Concluding Recommendations – What To Do Next

Sales BOOSTER is intended as a standalone sales development initiative. That means you can begin using your report right away to become even better in sales than you are today. Whether you have been selling for six months or 30 years; whether you have recently become interested in self-improvement or have completed many sales programs, this report can help you reach your potential. Through the systematic application of the developmental exercises, you will consistently strengthen your sales performance.

We recommend that you:

- 1) If you haven't done so already, **read the report from cover to cover**, at a pace that's right for you.
- 2) Carefully and methodically **work through the developmental exercises**, one exercise per month over a three month period.
- 3) During the month that you are doing a particular exercise, **apply the principles** in the concrete way suggested in the development plans.
- 4) Once you've completed the exercises, **monitor your progress on a weekly basis** by reviewing the action steps you are taking and ensuring that you're following through.

Moving forward, take note of the developmental suggestions on page 7 as a quick reminder of what you need to do to improve on your identified success factor. You may wish to enter these into your PDA or desk calendar for easy reference:

- **IMPROVE YOUR PRODUCT KNOWLEDGE**
- **VIEW CLIENT RESERVATIONS AS OPPORTUNITIES TO INFLUENCE**
- **CREATE A COMPULSION TO ACT**

We have been studying sales for over 25 years and we know that it is the consistent application of the principles and techniques set forth in your report that will make all of the difference in the world. The more you apply these steps, the more they will become your truth.

We wish you continued success!