



## INCREASING YOUR SALES EFFECTIVENESS

The following statements are generated from your Birkman Interests, Component Usual, Component Need and Component Stress scores. Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant to you.

### SECTION A: Your likely effective sales style

- Directly persuading and influencing prospects is an important part of your effective sales style
- Feeling that you are selling a product or service that genuinely benefits the prospect tends to increase your effectiveness
- You feel more effective when you have a complete grasp of the "numbers" and can talk to the prospect about them
- You feel much more at ease when you have a relationship with a prospect that enables you to be direct and straightforward
- You tend to be most effective when you are able to structure your presentation, moving the prospect logically from one aspect to another in an organized way
- You can be very effective with prospects who like to push back, even if they do so energetically; you can relish vigorous debate and discussion
- You have a natural competitiveness, and you enjoy being able to measure yourself against others in terms of the effectiveness of your sales style
- You have a high level of physical energy, and this can allow you to give yourself a fairly heavy schedule as a salesperson - something which you usually enjoy
- You like to have several issues to attend to at a time, and to move your attention from one to the other; you're more effective taking this approach than concentrating for a long time on just one matter

### SECTION B: What you need from others and from your environment

- Be sure you have supporting documentation for any claims you may make about your product or service. Have relevant written materials as leave-behinds. Be sure to follow up in writing



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- You do your best work when other important people - bosses, colleagues, clients - are frank and straightforward in their dealings with you
- Be sure you have opportunities every so often to get away from larger groups of people and be by yourself or with one or two people who are important to you
- You respond best to natural authority figures who find it easy to take charge
- Particularly on important projects, it's important that you be permitted to concentrate your attentions, to be free from unnecessary distractions, and to be protected from unexpected change, as far as this is possible

### SECTION C: Your less effective style

- Written materials that support and amplify your presentations are more important to many prospects than you may suspect
- You can become too abrupt with key people when they seem to you to be overly sensitive; this can happen because you fail to read underlying signals that they may be putting out
- Under stress, you can fail to respond adequately to social or large-group situations; you can find it hard to be friendly when you are under a lot of pressure
- In stressful situations, you may sometimes come on too strong; what looks to you like a lively debate can be seen by others as pushy behavior or a refusal to listen to another point of view
- Because you relish competition, sometimes the sale can become a matter of "who wins" instead of a win-win situation for you, the prospect, or your respective companies
- When things go wrong, you can become distracted; there can be a tendency to take your eye off the ball, and start addressing secondary issues which are not really relevant

### SECTION D: Action questions and your answers

- Do you have all the written materials and documentation you may be asked for?