

John Doe



Blueprint For Success™ Sales Version

**John Doe
ABC Company
Sales Representative
1-14-2003**

**To return to your blueprint for future updates,
use this response link and password:
PC6035UC-05UHAB97**



Blueprint For Success™ Sales Version

Personal Effectiveness

Your Blueprint For Success™ is a summary document that is designed to be used both personally and professionally in increasing your personal effectiveness. Refer to your Interactive Insights™ Success Version report for full details on your behavioral style.

You selected all the statements below when completing the previous sections. They represent key factors to success in sales. Put this information to work as soon as possible. The key to success is communicating and acting on these valuable insights.

John's Natural Behavioral Style

- John becomes highly excited about selling something that he really likes.
- He prefers to sell new, innovative products or services. In fact, he often uses creative ways to sell his products or services.
- He prefers to sell a new client on himself first rather than his product or service. This reflects his natural approach. When he buys, he also prefers to be sold in this manner.
- Detail work is not John's forte. He enjoys "people over things" and may procrastinate when faced with time-consuming, detail work. He prefers to be evaluated on his results, not the paper work.
- Socially and verbally aggressive, he loves to meet strangers and begin conversations. This is a great attribute when new territory is opened, or new accounts are dictated by business conditions.

John's Problem Solving Style

- John welcomes the objections that prospects raise. This provides an opportunity to meet a challenge and share more of his knowledge.
- He succeeds in projecting self-confidence in his sales presentations. This self-confidence evolves from his belief in himself and his products or services. This may cause him to become frustrated if a prospect attacks either him or his product.
- John frequently uses emotion and active body language in his sales presentation. With some buyers this could be detrimental because they may see him as being superficial.

John's Communication Style

- John may be positive and direct with his closes. He will be friendly and persistent as he attempts to close the sale.
- John's listening skills may cause him to miss some closing opportunities. He may be thinking about what he is going to say next and miss the buying signal.
- Sometimes he tries too hard to accommodate the buyer with service. He will resent his effort if the account doesn't live up to its potential.
- He may promise more than he can deliver to close a sale. He does intend to deliver what he says, but he has difficulty finding the time to provide what he promises. His optimism makes him believe he can deliver.
- John can be guilty of overservicing the accounts he feels are personal friends. To him, friendship is important and he may overlook certain requests to maintain the friendship.

John Doe



Blueprint For Success™ Sales Version

Personal Effectiveness - Continued

John's Unique Talents

- Negotiates conflicts.
- Self-reliant.
- Can support or oppose strongly.
- Verbalizes his feelings.
- Creative problem-solving.

Do's and Don'ts for communicating with John

Do this when communicating with John:

- Provide ideas for implementing action.
- Provide solutions--not opinions.
- Provide testimonials from people he sees as important.
- Ask for his opinions/ideas regarding people.
- Talk about him, his goals and opinions he finds stimulating.

Don't do this when communicating with John:

- Leave decisions hanging in the air.
- Talk down to him.
- Give him your opinion unless asked.
- Be paternalistic.
- Legislate or muffle--don't overcontrol the conversation.



Blueprint For Success™ Sales Version

Self-Development Plan

This plan consolidates your responses and is the MOST IMPORTANT SECTION by far. If you act on the items listed below, you will have a true opportunity to get the most from your talents.

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

1. **You have discovered the following hidden talents from your report:**

I knew most of what I read. In combination, though, it reinforces my decision to make sales my career. I obviously have a strong "people" orientation with the ability to persuade and negotiate.

2. **Your main sales talents are:**

Persuade people, negotiate deals and close business. I have well-developed verbal skills that lead to success in front of customers. A lot of my customers are my friends, too.

3. **Your short and long term career goals in sales are as follows:**

Short term I would like to grow my territory to the point where I earn at least \$15,000 per month in commissions. Long term I want to be a sales manager with the company, on a commission plan based on overall company sales.

A. **In order to achieve these goals you will need to take the following actions:**

I will plan to meet with all my customers at least once a month in order to scope out new sales opportunities. I will leverage my success with them to get introductions to additional prospects for closing new sales opportunities to expand my territory.

B. **You will need to communicate these goals to the following individual(s):**

My sales manager and my coach.

C. **The factors below may stand in the way of your success:**

Sometimes I want to go faster than my customers do (close too quickly). I don't feel comfortable when decisions are left hanging in the air.

The economy is slow, but that shouldn't be too much of a problem. I have a lot of energy and enthusiasm.



Blueprint For Success™ Sales Version

Self-Development Plan - Continued

4. You will use the following specific talents to achieve your goals:

My ability to enjoy meeting with a number of new contacts each week. I am very creative in figuring out new approaches to customers, what they like, and what will work in selling to them.

5. The best person(s) to hold you accountable:

My sales manager and my coach.

6. You will feel this way when you have achieved your goals:

Rich and successful in my career!

7. Others will say this about you when you have achieved your goals:

You can count on John to surpass his sales targets every month! He's the best sales guy we've ever had - let's give him a raise!

8. This is the impact your achievements will have on your career:

My success in sales will help to bring me more of everything I want in my life.

9. This is how committed you are today to achieving your goals: (10 representing "very committed")

1 2 3 4 5 6 7 8 9

Your Name:

Today's Date: **Start Date:** **Review Date:**

