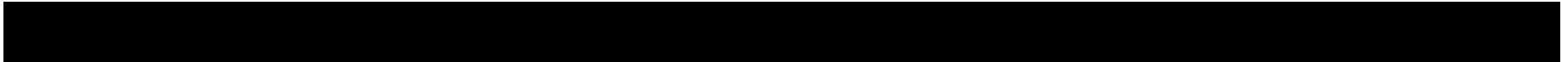


Winning with Relationship Selling

Feedback Guide

Sample Report





Summary Analysis

The scale below was used for this report:

1 = Very Low; 2 = Below Average; 3 = Average; 4 = Above Average; 5 = Very High; N = Not Applicable

Section	Mean	1	2	3	4	5
Demonstrates Relationship-Orientated Sales Strategies	3.92					
Gains Access and Establishes Trust	3.43					
Constructs Collaborative Solutions	3.56					
Eliminates Objections	3.38					
Maintains Customer Relationships	3.58					

Interpreting Results. The goal of this exercise is to get a general idea of which areas show strength, and which areas indicate opportunities to grow. Using the scale at the top of the report, visually compare the differences between the category drivers.

1. Where is your highest summary score?

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Why do you think you received higher ratings in this category driver?

.....

.....

2. Where is your lowest summary score?

.....

Why do you think you received lower ratings in this category driver?

.....

.....



Item Analysis

Demonstrates Relationship-Orientated Sales Strategies		#	Mean	1	2	3	4	5	+/-	
1. Maintains a positive attitude	Self	1	5.00						5.00	-
	Manager	1	3.00						3.00	-2.00
2. Sets clear goals	Self	1	5.00						5.00	-
	Manager	1	4.00						4.00	-1.00
3. Follows a sales model centered on the customer	Self	1	4.00						4.00	-
	Manager	1	4.00						4.00	0.00
4. Uses Relationship Selling techniques	Self	1	4.00						4.00	-
	Manager	1	3.00						3.00	-1.00
5. Avoids techniques that deteriorate trust	Self	1	4.00						4.00	-
	Manager	1	4.00						4.00	0.00
6. Develops a referral network	Self	1	4.00						4.00	-
	Manager	1	3.00						3.00	-1.00



Gains Access and Establishes Trust		#	Mean	1	2	3	4	5	+/-
7. Listens for understanding	Self	1	4.00						-
	Manager	1	3.00						-1.00
8. Remembers names	Self	1	2.00						-
	Manager	1	4.00						2.00
9. Fosters an atmosphere of trust	Self	1	4.00						-
	Manager	1	4.00						0.00
10. Researches potential customers in advance	Self	1	3.00						-
	Manager	1	3.00						0.00
11. Understands customer's key issues	Self	1	3.00						-
	Manager	1	4.00						1.00
12. Is seen as credible by customers	Self	1	4.00						-
	Manager	1	3.00						-1.00
13. Networks effectively	Self	1	3.00						-
	Manager	1	4.00						1.00



Constructs Collaborative Solutions		#	Mean	1	2	3	4	5	+/-	
14. Uncovers the customer's wants and needs	Self	1	5.00						5.00	-
	Manager	1	3.00						3.00	-2.00
15. Asks insightful questions	Self	1	5.00						5.00	-
	Manager	1	3.00						3.00	-2.00
16. Offers creative solutions to customers	Self	1	2.00						2.00	-
	Manager	1	3.00						3.00	1.00
17. Creates win-win relationships	Self	1	3.00						3.00	-
	Manager	1	4.00						4.00	1.00
18. Describes how the customer benefits	Self	1	4.00						4.00	-
	Manager	1	4.00						4.00	0.00
19. Helps customers achieve their goals	Self	1	3.00						3.00	-
	Manager	1	4.00						4.00	1.00
20. Exceeds customer's expectations	Self	1	4.00						4.00	-
	Manager	1	4.00						4.00	0.00
21. Creates a sense of urgency	Self	1	3.00						3.00	-
	Manager	1	3.00						3.00	0.00
22. Differentiates between customers' buying perspectives	Self	1	3.00						3.00	-
	Manager	1	4.00						4.00	1.00



Eliminates Objections		#	Mean	1	2	3	4	5	+/-
23. Effectively resolves objections	Self	1	4.00						-
	Manager	1	4.00						0.00
24. Gains commitment	Self	1	4.00						-
	Manager	1	3.00						-1.00
25. Handles rejection appropriately	Self	1	3.00						-
	Manager	1	3.00						0.00
26. Willingly accepts new challenges	Self	1	3.00						-
	Manager	1	3.00						0.00



Maintains Customer Relationships		#	Mean	1	2	3	4	5	+/-
27. Maintains positive relationships with customers	Self	1	4.00						-
	Manager	1	4.00						0.00
28. Practices positive interpersonal skills	Self	1	3.00						-
	Manager	1	3.00						0.00
29. Builds customer loyalty	Self	1	4.00						-
	Manager	1	4.00						0.00
30. Manages time appropriately	Self	1	3.00						-
	Manager	1	3.00						0.00
31. Continues an ongoing professional relationship with customers	Self	1	4.00						-
	Manager	1	4.00						0.00
32. Follows up to maintain customer loyalty	Self	1	3.00						-
	Manager	1	4.00						1.00



Highest Ranked Items

Question	#	Mean	1	2	3	4	5
2. Sets clear goals	2	4.50					4.50
1. Maintains a positive attitude	2	4.00				4.00	
3. Follows a sales model centered on the customer	2	4.00				4.00	
5. Avoids techniques that deteriorate trust	2	4.00				4.00	
9. Fosters an atmosphere of trust	2	4.00				4.00	
14. Uncovers the customer's wants and needs	2	4.00				4.00	
15. Asks insightful questions	2	4.00				4.00	
18. Describes how the customer benefits	2	4.00				4.00	
20. Exceeds customer's expectations	2	4.00				4.00	
23. Effectively resolves objections	2	4.00				4.00	

Lowest Ranked Items

Question	#	Mean	1	2	3	4	5
24. Gains commitment	2	3.50			3.50		
32. Follows up to maintain customer loyalty	2	3.50			3.50		
8. Remembers names	2	3.00			3.00		
10. Researches potential customers in advance	2	3.00			3.00		
21. Creates a sense of urgency	2	3.00			3.00		
25. Handles rejection appropriately	2	3.00			3.00		
26. Willingly accepts new challenges	2	3.00			3.00		
28. Practices positive interpersonal skills	2	3.00			3.00		
30. Manages time appropriately	2	3.00			3.00		
16. Offers creative solutions to customers	2	2.50		2.50			



Item Ranking - Interpreting Results

The goal of this exercise is to identify specific strengths and growth opportunities and to develop goals to achieve performance improvement.

Examine the five questions with the highest mean. Do two or more of these fall within the same category driver? (Refer to the Item Analysis for drivers). If so, you may have identified a skill set, or specific area where you have multiple strengths.

List the category driver(s) where you may have a skill set:

.....

.....

.....

Examine the five questions with the lowest mean. Do two or more of these fall within the same category driver? (Refer to the Item Analysis for drivers). If so, you may have identified an area where you have multiple growth opportunities.

List the category driver(s) where you may have development opportunities:

.....

.....

.....

List specific steps that you can take to develop these behaviors. Remember to set SMART (Specific, Measurable, Achievable, Results-oriented and Time-based) goals.

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Comments

Comments provided are transferred directly from the feedback as originally submitted.

Please use the space below to provide any additional comments:

Self

- Self comments display here

Manager

- Manager comments display here