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 | | | | 3.92 | |
| Gains Access and Establishes Trust | 3.43 | | | 3.43 | | |
| Constructs Collaborative Solutions | 3.56 | | | 3.56 | | |
| Eliminates Objections | 3.38 | | | 3.38 | | |
| Maintains Customer Relationships | 3.58 | | | 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? |
|---|
| |
| 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? |
| |
| |

Sample Report



Item Analysis

| Demonstrates Relationship-Orientated Sales Strategies | | # | Mean | 1 | 2 | 3 | 4 | 5 | +/- |
|---|---------|---|------|---|---|------|------|------|-------|
| 4 Made Laboratory and Mills and Mills and A | Self | 1 | 5.00 | | | | | 5.00 | - |
| 1. Maintains a positive attitude — | Manager | 1 | 3.00 | | | 3.00 | | | -2.00 |
| O Cata alasu maala | Self | 1 | 5.00 | | | | | 5.00 | _ |
| 2. Sets clear goals — | Manager | 1 | 4.00 | | | | 4.00 | | -1.00 |
| O Fallerina and a section of an the sections | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 3. Follows a sales model centered on the customer — | Manager | 1 | 4.00 | | | | 4.00 | | 0.00 |
| All Dis I OF L | Self | 1 | 4.00 | | | | 4.00 | | - |
| 4. Uses Relationship Selling techniques — | Manager | 1 | 3.00 | | | 3.00 | | | -1.00 |
| C. A. saide to also in the A. details and the A. | Self | 1 | 4.00 | | | | 4.00 | | - |
| 5. Avoids techniques that deteriorate trust — | Manager | 1 | 4.00 | | | | 4.00 | | 0.00 |
| C. Develope a referred metapolit | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 6. Develops a referral network — | Manager | 1 | 3.00 | | | 3.00 | | | -1.00 |





| Gains Access and Establishes Trust | | # | Mean | 1 | 2 | 3 | 4 | 5 | +/- |
|---|---------|---|------|---|------|------|------|---|-------|
| 7 Listons for understanding | Self | 1 | 4.00 | | | | 4.00 | | - |
| 7. Listens for understanding | Manager | 1 | 3.00 | | | 3.00 | | | -1.00 |
| O Demograph and page 2 | Self | 1 | 2.00 | | 2.00 | | | | _ |
| 8. Remembers names | Manager | 1 | 4.00 | | | | 4.00 | | 2.00 |
| O Frankrije og aktore og koment | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 9. Fosters an atmosphere of trust | Manager | 1 | 4.00 | | | | 4.00 | | 0.00 |
| 40 Danasahan saturtial austrasa in adams | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 10. Researches potential customers in advance | Manager | 1 | 3.00 | | | 3.00 | | | 0.00 |
| 44 I bedeveterede ovetere et la visco | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 11. Understands customer's key issues | Manager | 1 | 4.00 | | | | 4.00 | | 1.00 |
| 10.1 | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 12. Is seen as credible by customers | Manager | 1 | 3.00 | | | 3.00 | | | -1.00 |
| 40 Net wedge off actively. | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 13. Networks effectively | Manager | 1 | 4.00 | | | | 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 | I | 3.00 | | | 3.00 | | | -2.00 |
| 15. Asks insightful questions | Self | 1 | 5.00 | | | | | 5.00 | _ |
| io. Asks irisignitial questions | Manager | 1 | 3.00 | | | 3.00 | | | -2.00 |
| 16 Offers exactive colutions to quetomore | Self | 1 | 2.00 | | 2.00 | | | | _ |
| 16. Offers creative solutions to customers | Manager | 1 | 3.00 | | | 3.00 | | | 1.00 |
| 17 Creates win win relationships | Self | 1 | 3.00 | | | 3.00 | | | - |
| 17. Creates win-win relationships | Manager | 1 | 4.00 | | | | 4.00 | | 1.00 |
| 10 Decayibas hayytha ayatanaaybanafita | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 18. Describes how the customer benefits - | Manager | 1 | 4.00 | | | | 4.00 | | 0.00 |
| 40. Haliaa ayatamaaya aabiaya thasiy wa da | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 19. Helps customers achieve their goals | Manager | 1 | 4.00 | | | | 4.00 | | 1.00 |
| 20 Eveneda quatameria avanatationa | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 20. Exceeds customer's expectations | Manager | 1 | 4.00 | | | | 4.00 | | 0.00 |
| Of Curatas a same of manager. | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 21. Creates a sense of urgency | Manager | 1 | 3.00 | | | 3.00 | | | 0.00 |
| CO Differentiates between auditors and his incomparations | Self | 1 | 3.00 | | | 3.00 | | | - |
| 22. Differentiates between customers' buying perspectives | Manager | 1 | 4.00 | | | | 4.00 | | 1.00 |





| Eliminates Objections | | # | Mean | 1 | 2 | 3 | 4 | 5 +/- |
|--------------------------------------|---------|---|------|---|---|------|------|-------|
| OO Effectively and the chief | Self | 1 | 4.00 | | | | 4.00 | _ |
| 23. Effectively resolves objections | Manager | 1 | 4.00 | | | | 4.00 | 0.00 |
| OA Caina a gransitus ant | Self | 1 | 4.00 | | | | 4.00 | _ |
| 24. Gains commitment | Manager | 1 | 3.00 | | | 3.00 | | -1.00 |
| | Self | 1 | 3.00 | | | 3.00 | | _ |
| 25. Handles rejection appropriately | Manager | 1 | 3.00 | | | 3.00 | | 0.00 |
| | Self | 1 | 3.00 | | | 3.00 | | _ |
| 26. Willingly accepts new challenges | Manager | 1 | 3.00 | | | 3.00 | | 0.00 |





| Maintains Customer Relationships | | # | Mean | 1 | 2 | 3 | 4 | 5 | +/- |
|--|---------|---|------|---|---|------|------|---|------|
| O7 Maintaina na sitti va valati analaina viitla avatamava | Self | 1 | 4.00 | | | | 4.00 | | - |
| 27. Maintains positive relationships with customers | Manager | 1 | 4.00 | | | | 4.00 | (| 0.00 |
| OO Duration and the internal state. | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 28. Practices positive interpersonal skills | Manager | 1 | 3.00 | | | 3.00 | | (| 0.00 |
| CO Duilde sustant all sults | Self | 1 | 4.00 | | | | 4.00 | | _ |
| 29. Builds customer loyalty | Manager | 1 | 4.00 | | | | 4.00 | (| 0.00 |
| CO Manager time and a significant to the | Self | 1 | 3.00 | | | 3.00 | | | _ |
| 30. Manages time appropriately | Manager | 1 | 3.00 | | | 3.00 | | (| 0.00 |
| 31. Continues an ongoing professional relationship with | Self | 1 | 4.00 | | | | 4.00 | | - |
| customers | Manager | 1 | 4.00 | | | | 4.00 | (| 0.00 |
| OO Falleren and the secretarian contraction of the secretarian | Self | 1 | 3.00 | | | 3.00 | | | - |
| 32. Follows up to maintain customer loyalty | Manager | 1 | 4.00 | | | | 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 | _ | | |

Sample Report



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 are 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. |
| |



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