



How to Use and Interpret the Salesperson Development Report (SDR)

Linking Human Capital With Strategic Intent



One of the biggest challenges facing sales managers is how to increase sales force effectiveness.

The Goal: SALES EXCELLENCE



Sales Excellence

Strategic Transformation

Vision Strategy Innovation Creativity

Sales Leadership

Alignment Inclusion
Energy Motivation
Coaching Direction Collaboration

Emotional Intelligence

Personal Competence

Self Awareness
Self Management

Social Competence

Social Awareness
Relationship Management

Skills & Abilities

Thinking Skills Sales Skills Product/Industry Knowledge
Account Management and Account Development

Environment

Corporate Culture Values Customers Area Objectives Competition



Identifying “Gifts” and “Limits”

There are certain competencies that are necessary for an individual to live by and lead by.

Identifying what those competencies are helps you to manage your sales force to a set of common objectives.



Purpose of the Salesperson Development Report

Use the SDR as a way to help your salesperson reflect on his/her style of relating with others as you work towards your sales goals.





Sales Development Report

This comprehensive report assesses behavioral characteristics and abilities related to sales success. It provides insight into a person's own style and how these behaviors impact the sales process.

Dimensions include 7 key areas of sales competencies:

Problem-solving ability

Durability and resilience

Social skills

Drive

Friendliness

Intuition

Follow-through



How to use the Salesperson Development Report

Have your salesperson thoroughly read their Salesperson Development Report and complete the exercises including:

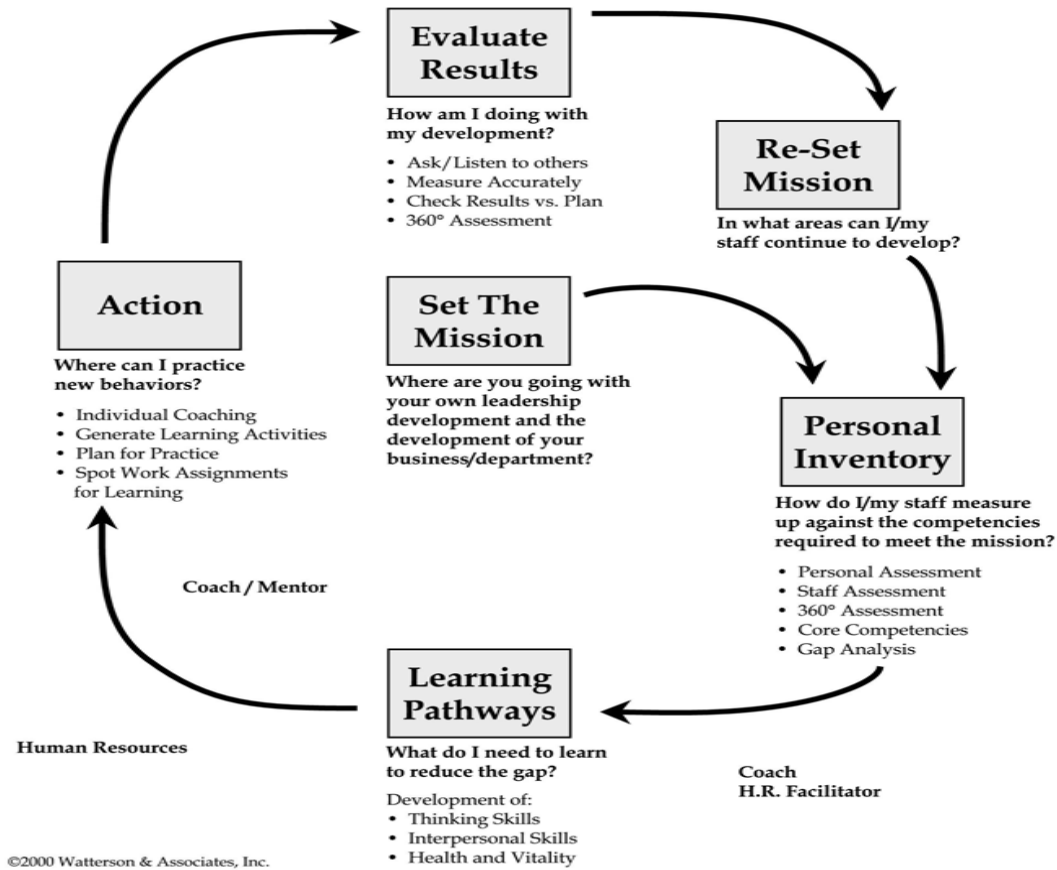


Personal Development Process

- ⇒ Setting Your MISSION
- ⇒ Taking a PERSONAL INTERVIEW
- ⇒ Identifying LEARNING PATHWAYS
- ⇒ Taking ACTION
- ⇒ Evaluating RESULTS



Personal Development Process©

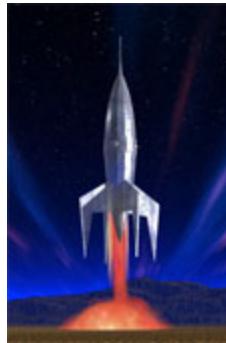




Setting the Mission

To reach the desired outcome, you must set the mission.

Identify & put in writing specific strategies and tactics to achievement





Sales Competency Inventory

Have your salesperson complete the Sales Competency Inventory





Sales Skills Dimensions measured by the Sales Competency Inventory

- Prospecting Skills
- Telephone Skills
- Presentation Skills
- Handling Objections
- Closing Skills
- Organization
- Follow Through
- Time Management
- Territory Management
- Account Management
- Customer Retention
- Analytic/Learning
- Creative Ability
- Business Acumen
- Social Interpersonal
- Aggressive / Driven
- Motivation
- Team Work/Independence
- Conscientiousness
- Communication
- Emotional Quotient



Sales Development Action Plan

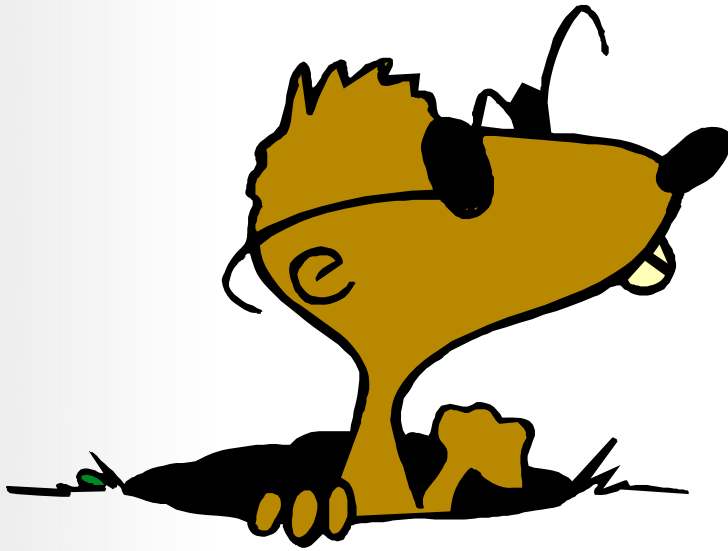
Have your salesperson complete the Sales Development Action Plan:

- 3-color exercise
- SWOT Analysis
- Development Plan



Self Awareness

How deep is it?



Blind Spots

The difference between
“Self Awareness”
and a person’s
“Accurate Self Assessment”
may not be
one in the same.

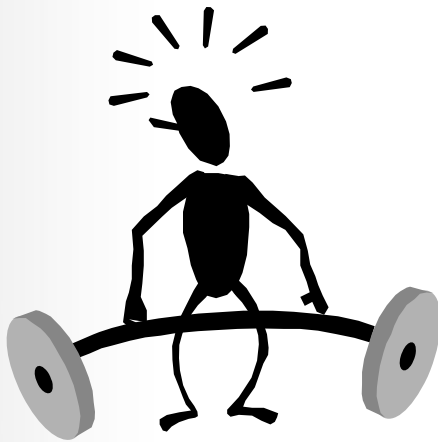
So how accurate is it?



Self-Insight

A strength overused . . .

may become a weakness.



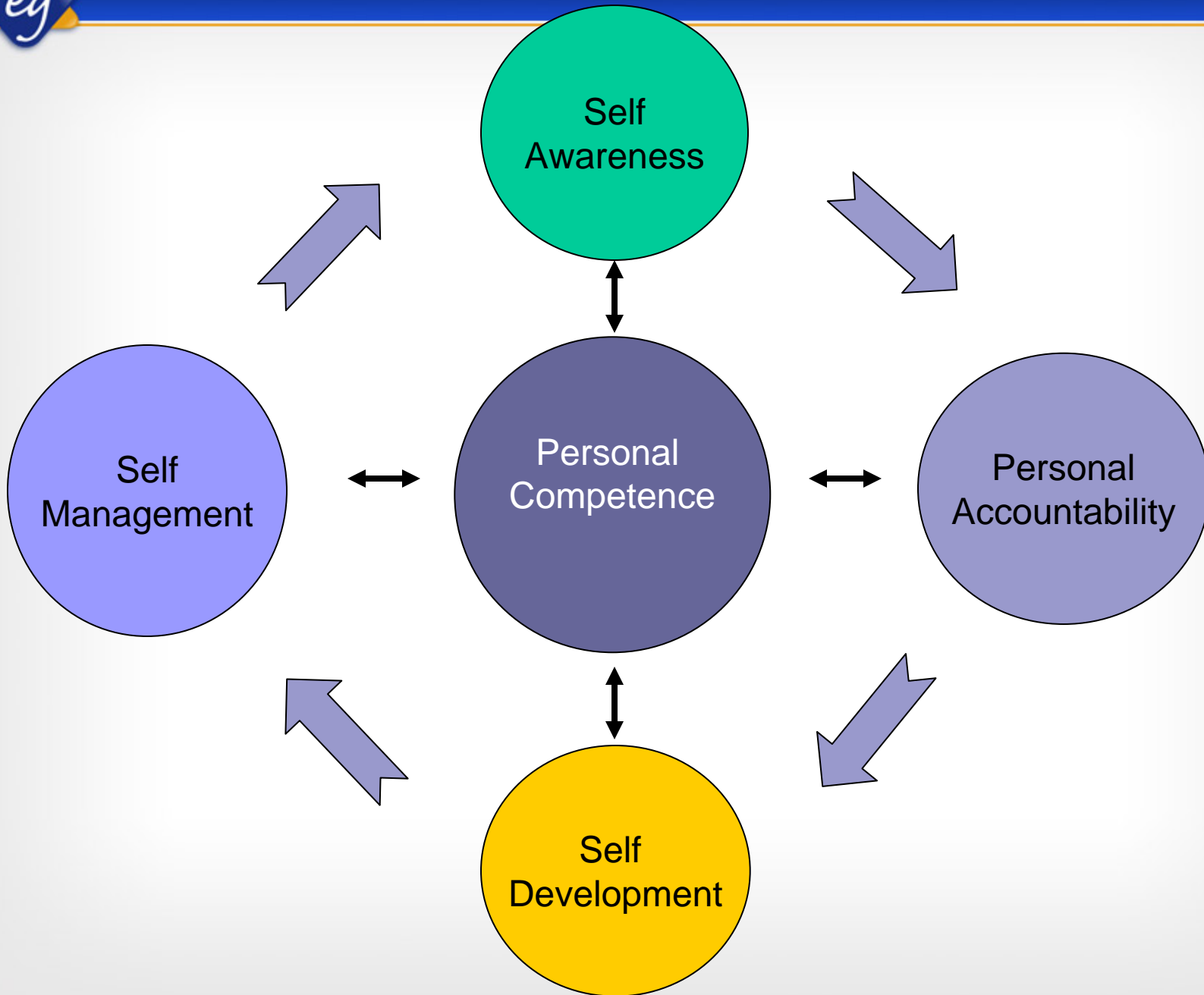
The problem is most people don't have enough self-insight!



Understanding Personal Motivation

1. Goals
2. Fears
3. Motivators
4. Needs
5. Values







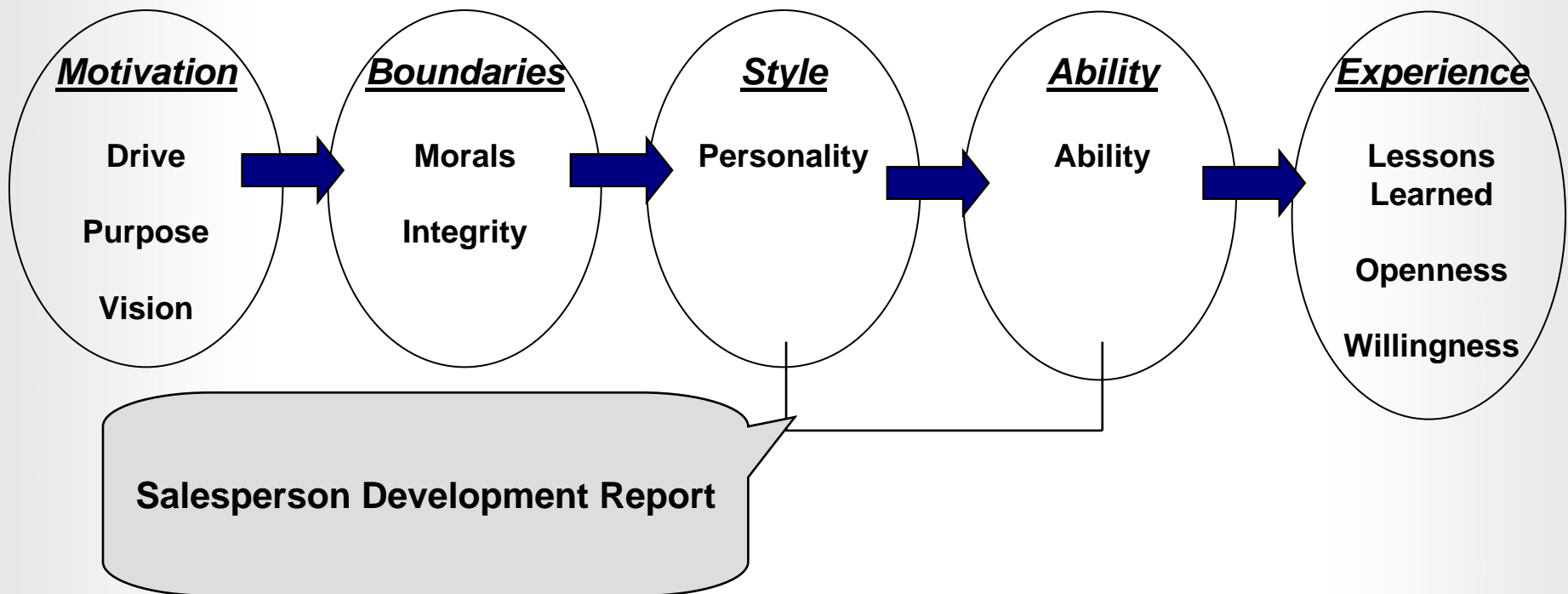
Self Management

Learning to create a Personal Vision

- What will you learn about yourself?
- How will you monitor yourself?
- What new skills and abilities do you want to acquire?
- What goals do you have for yourself?
- What will you commit to for your development?
- How will you clarify your vision?
- How will you devote your time and effort?



Components of Sales Success





Three Color Exercise

- Sets the stage for learning
- Sets the conditions for discussion
- Helps establish the ground rules
 - How you see your strengths
 - Things you disagree with
 - Areas you see you could improve in





Sensitivity to Feedback

- Defensive
- Embarrassed by results
- Concerned regarding accuracy of feedback
- How it will be used

* No trait is good or bad.

It is the context that defines a trait's effectiveness



Basic Components

- Enhances Self-awareness
- For development only
- Personality paradoxes
- Unique vs. common traits
- Trait – impact on role
- Personality and sales success



Dimensions Measured in the SDR

- Problem Solving
- Social Skills
- Friendliness
- Follow Through
- Durability and Resilience
- Drive
- Intuition



Problem Solving – Factor B

Concrete Thinking (-)

- Prefers simple
- Could experience difficulty handling abstract problems
- May make poorer judgments or slower decision making
- Experiences blind spots
- Sticks with simple version, likes familiar, likes repetition

Abstract Reasoning (+)

- Prefers complex approach
- Insightful, fast learning, intellectually adaptable
- Inclined to use better judgment, decision making
- Makes mental leaps
- Synthesizes new concepts from previous applications



Social Skills

Introverted(-)

- F ■ Serious, somber
- H ■ Shy, quiet
- Q1 ■ Prefers the familiar

Extraverted (+)

- Enthusiastic, lively
- Bold, adventurous
- Open to new exploration



Friendliness

Introverted

- A ■ Reserved, distant, less engaging (-)
- N ■ Indirect, private (+)
- Q2 ■ Self-sufficient, independent (+)

Extraverted

- Warm, receptive, expressive (+)
- Forthright, self-disclosing (-)
- Group-oriented, collaborative (-)



Follow Through

Spontaneous

- G ■ Expedient,
unconventional (-)
- Q3 ■ Impulsive, less
orderly (-)
- M ■ Focused on ideas
(+)

Self-Controlled

- Rule-conscious,
conventional (+)
- Meticulous, more
orderly (+)
- Focused on
solutions (-)



Durability & Resilience

Stress Prone

- C ■ Emotional, easily upset (-)
- Vigilant, blaming (+)
- L ■ Apprehensive (+)
- O ■ Tense, driven (+)
- Q4 ■ More sensitive/less resilient (+)

I

Resilient

- Calm, adaptive (+)
- Trusting, accepting (-)
- Composed, adaptable (-)
- Relaxed, calm (-)
- More calm/thick-skinned (-)



Drive

Accommodating

- E ■ Adaptive, more patient (-)
- L ■ Trusting (-)
- Q1 ■ Conservative (-)
- H ■ Low ego strength (-)

Drive / Influencing

- Assertive, more dominant (+)
- Skeptical (+)
- Experimenting (+)
- High ego strength (+)



Intuition

Receptive

- H ■ Social boldness (+)
- I ■ Sensitive to people, ideas (+)
- M ■ Imaginative (+)
- Q1 ■ Experimenting (+)

Practical

- Shy and reserved (-)
- More in tune with practical things (-)
- Grounded (-)
- Conservative (-)



Individual Development Action Plan

- 3 Color exercise
- Identify strengths, weaknesses, opportunities and threats (SWOT)
- Write objectives
- Specify resources and strategies
- Identify with stakeholders
- Make a timeline
- Network for support
- Give evidence of accomplishment
- Review progress with stakeholders
- Review in 6 months



Developing Personal Competence

The more you learn about you, the more acutely aware you become, of your own ignorance.



Peter Senge, author
The Fifth Discipline