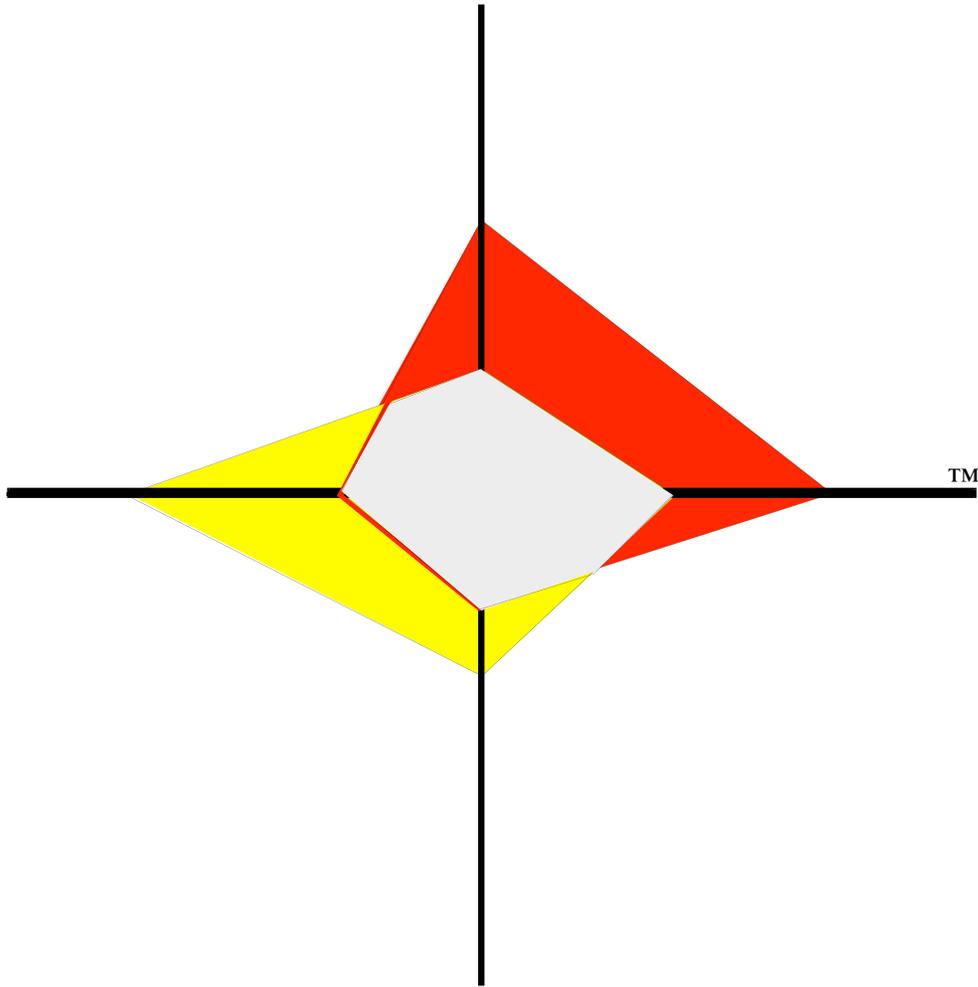


“I Opt”[®]

(Input Output Processing Template)

INDIVIDUAL SALES REPORT



This report has been prepared for:

Sample Person

0/00/0000

Individual Sales Report

Prepared for: **Sample Person**

Date Prepared: 0/00/0000

Thank you for completing the “I Opt” Survey. Your responses to the questionnaire have been tabulated and your own personal strategic sales style(s) have been identified.

Your answers indicate that you scored highest in the ranges of **Logical Processor (LP)** and **Hypothetical Analyzer (HA)**. This report contains a sketch of the behavioral traits and preferences common to those sales styles.

When reviewing these results you should keep in mind that the ability to “sell” is a fundamental part of life. Everybody can and does sell. We sell ourselves to our mates, we sell our skills to our employers and we sell our old cars as we replace them. “I Opt” sales builds on this basic ability and carries it to an expert level status. Any style can reach this level. However, the way this might be done can vary.

The sales style classifications above are based on the scores calculated from the answers that you provided. The scores do **NOT** reflect nor predict your personality, ability, experience, or suitability. They are simply a natural outcome of the way you process information. Any interpretation of this report should take into account **ALL** relevant input such as actual experience, skills, interests, abilities, the market being addressed and product being sold.

Your Primary Sales Style is Logical Processor

LOGICAL PROCESSOR (LP)

COMMON CHARACTERISTICS

- Goals:** To display a full operational command.
- Wants:** To do things “right” every time.
- Likes:** A solid, well-tested way of doing things.
- Driver:** A fair return on effort and the satisfaction of well done work.

PREFERRED SALES ENVIRONMENT

- Steadily paced.
- Well-defined, reasonable goals.
- Logical, systematic, unemotional.
- Disciplined predictability.

ATTITUDE: Tends to exhibit an attitude of competence. The LP does not excite easily, they are usually steady and even in disposition.

PRODUCT KNOWLEDGE: Probably needs to know the product in fine detail. This means that providing time to acquire the knowledge will be highly valued.

PROSPECTING: Will tend to approach this methodically. Benefits from being provided with proven methods to follow.

PRESENTATION: Is likely to prefer to follow predefined scripts. May be uncomfortable if forced to ad-lib presentations.

BUYER CONCERNS: Will tend to listen carefully and is likely to be seen as understanding by the client. Will tend to stay within prescribed resolution boundaries.

CLOSING: Will tend to move methodically toward a close. May miss opportunities to close early if these are not provided for in the method being used.

REFERRALS: If part of a standard approach, the LP will typically be diligent in attempting to get referrals.

TELEMARKETING: The LP is usually very effective if provided with proven scripts. They tend to be resilient and do not discourage easily.

Your Secondary Sales Style is Hypothetical Analyzer

HYPOTHETICAL ANALYZER (HA)

COMMON CHARACTERISTICS

- Goals:** To display complete product and market understanding.
- Wants:** Respect based on their ability and insight.
- Likes:** “Thinking” time to work through issues.
- Driver:** Longer-term returns on their efforts and contributions.

PREFERRED SALES ENVIRONMENT

- Clear goals that are set in well-defined, overall strategies.
- Complex products and knowledgeable clients.
- Wants a clear objective and then freedom to work their own way.

ATTITUDE: Tends to be reserved, civil and attentive. The HA does not typically display emotion and can usually handle difficult relationships without experiencing undue stress.

PRODUCT KNOWLEDGE: Is likely to prefer gaining product knowledge by study rather than hands-on experience. It is likely they will take a broad view and look at the situations in which the product is applied, as well as the product itself.

PROSPECTING: Leans toward an analytical approach with a focus on deep research. There may be a tendency to over invest in research versus actual contact.

PRESENTATION: Excels in explaining complex or difficult subjects. May make simple subjects more complex than is necessary.

BUYER CONCERNS: Listens carefully and is likely to be seen as insightful by a client. Quickly moves into a problem-solving mode. May not fully exploit emotional strategies for resolving objections (e.g., emphatic denial without a reason).

CLOSING: This can be an issue. The depth of knowledge may cause the HA to keep talking when they could close the sale.

REFERRALS: Will collect referrals if given a logical way of introducing the request.

TELEMARKETING: The HA will usually follow prepared scripts. They can be adept at answering unusual objections if given flexibility. Will likely use a steady, moderate pace.

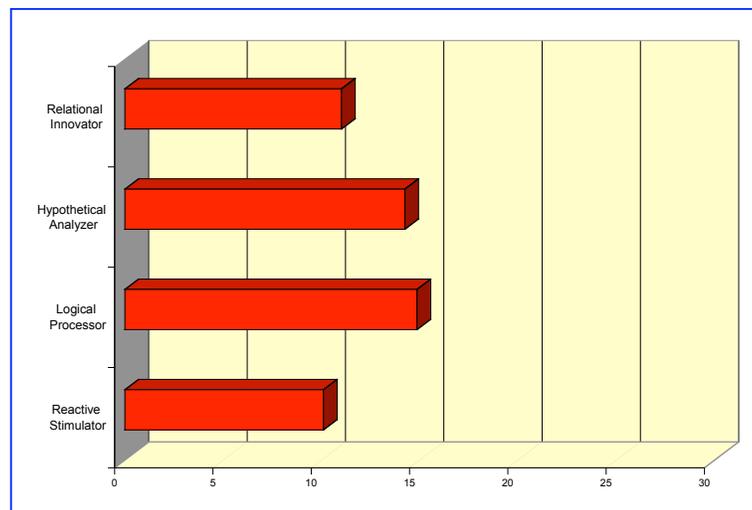
What Did the Survey Measure?

The survey you took measures how you process information. There are different ways of doing this. Some ways stress planning. Others focus on action. Some will value stability. Others see change as desirable. There is no “right” or “wrong” way. All of these qualities are needed in the conduct of life.

All styles are valuable but may differ in their effectiveness in particular situations. Sales can involve very different products or services. Some are complex and must be explained. Others are simple. Some are expensive while others are impulse items. Different product and customer characteristics will tend to favor different combinations of sales styles (primary and secondary).

Your Sales Style

Any type of sales involves information exchange. The ease with which you can sell will be affected by your way of processing information. The emphasis you give to each of the four basic processing strategies is shown in the chart below.



YOUR SALES STYLE PREFERENCE STRENGTHS

Each combination of sales styles produces unique traits and behaviors. The higher your score in a category, the more likely you are to display characteristics typical of that strategy. If two or more of your highest scores are close to each other, you are likely to find yourself displaying the qualities of each of the styles about equally. Your unique mix of strategies creates your sales style.

Sales and the Logical Processor (LP)

You favor the LP strategy as a way of navigating life. The LP is action-oriented and puts a high value on doing things “right.” As an LP, it is likely that you will carefully study the sales situation, define what is to be done, thoroughly prepare to do it and then execute with methodical precision.

The LP’s strategy tends to be process-oriented. Once you have decided on the way you want to approach something you will probably execute your strategy with unwavering diligence. The LP often gets satisfaction from doing a process well. This posture means that the inevitable downs in the sales cycle do not easily discourage the LP. So long as the process is being executed well, the LP is getting at least some satisfaction. This can give you remarkable “staying power.”

The LP tends to fit well into sales positions that benefit from a determined, disciplined approach. LP’s tend to forget little and so can handle difficult clients who demand precise execution of their transactions. The LP will also probably be strong in telemarketing efforts. These usually require repeated execution with consistent quality—a natural LP strength.

Goals and the Logical Processor (LP)

Sales positions often have goals (i.e., quotas) to guide action and expectations. The LP usually takes goals seriously and can be expected to strive to meet them. A typical response to increasing goals is to continue to use proven methods they trust. However, they try to apply them with increasing vigor.

The LP uses logic to drive their performance. When facing goals that exceed their capacity, the LP can feel frustration. However, a reliance on logic usually provides a means of controlling aggravation within reasonable bounds.

A more serious point of vulnerability is inconsistency. The LP strategy relies on having a firm grip on the situation they face. Changes in product, sales strategies, target customers and the like can disrupt the LP’s “system.” This can cause frustration to reach high levels. At the extreme, you may be tempted to give strong, visible expressions of dissatisfaction. If this happens, you may want to temper these displays. Cold logic may do more good than a heated exhibit of pain.

Best Logical Processor (LP) Sales Environment

The LP prospers in well-defined, rationally structured organizations. This setting provides the stable platform on which the LP's methodical and determined approach can be optimized.

Doing things the "right" way is a primary source of satisfaction for the LP. Recognition systems that center on the volume and quality of process execution are usually well received. Sales tend to be viewed as an expected outcome of a well-executed process. Therefore, sales themselves are merely a derivative outcome. Settings that stress the activity rather than outcome are likely to be comfortable.

The LP sees rules and regulations as tools. Rules give consistency and order within which the LP can work. Attention to detail and the pursuit of execution perfection requires a degree of stability. Combining ordered situation with a firm set of expectations could provide a near ideal LP sales environment.

Working with People Using Other Sales Styles

Sales professionals must work with others inside a firm. The LP can find this easy or hard, attractive or unpleasant depending on the style of the other person.

Working with the Reactive Stimulator (RS): A shared action orientation may give a basis for mutual respect. However, the LP may see the RS as imprecise and a bit too casual. The RS tendency to be easily diverted is likely to be a source of frustration for the LP.

Working with Other Logical Processors (LP): If the parties agree on a common approach, the result can be outstanding. If their sales processes are not well aligned, tension can arise.

Working with the Hypothetical Analyzer (HA): If working in a sales area where analysis is needed, this can be a productive relation. If centered on an area where only action is required, the HA may appear a bit lethargic.

Working with the Relational Innovator (RI): This is perhaps the most difficult relation. The RI contributes unproven ideas without the detail the LP needs to use his/her strategy. The LP is likely to see the RI as a distraction at best and an annoyance at worst.

Selling and the LP Style

Your sales style is a reflection of the way you choose to navigate life. Like everyone, you have capacities in all four basic styles. This means that, to some degree, you are able to sell to most people who you meet. However, to do this effectively you will have to bend your LP style to better match your client's style.

Selling to RS'

You can recognize the RS by their direct, positive and straightforward approach with a focus on "doing" something. The RS can be closed quickly by showing them how your offering will do what they need done. Your vulnerability in this relationship will be a tendency to oversell. You are likely to give them more detail than they want. Hit them quicker and harder than you think is "right." Time has high value to the RS. Assure them that you will not waste it.

Selling to Other LP's

You can recognize an LP by their high commitment and task-oriented approach. The LP is focused on getting the basic facts. Your natural approach will fit well with the LP's needs. The greatest vulnerability you face in this relationship is misunderstanding. You tend to use a carefully designed process. Spend some time to make sure that it fits your prospects' needs.

Selling to HA's

You can recognize the HA by their patient, unhurried and relaxed approach. The HA will be interested, ask many questions and will appear warm and supportive. The HA is a difficult person to sell. Your tendency is to focus on what your offering will do and how it will do it. You will have to modify your favored approach to a less direct and more consultative course. You will need to invest in building a personal rapport, showing them that risk is minimal and giving assurance of support. The HA will be VERY slow to buy. Your natural determination will probably be tested by the HA.

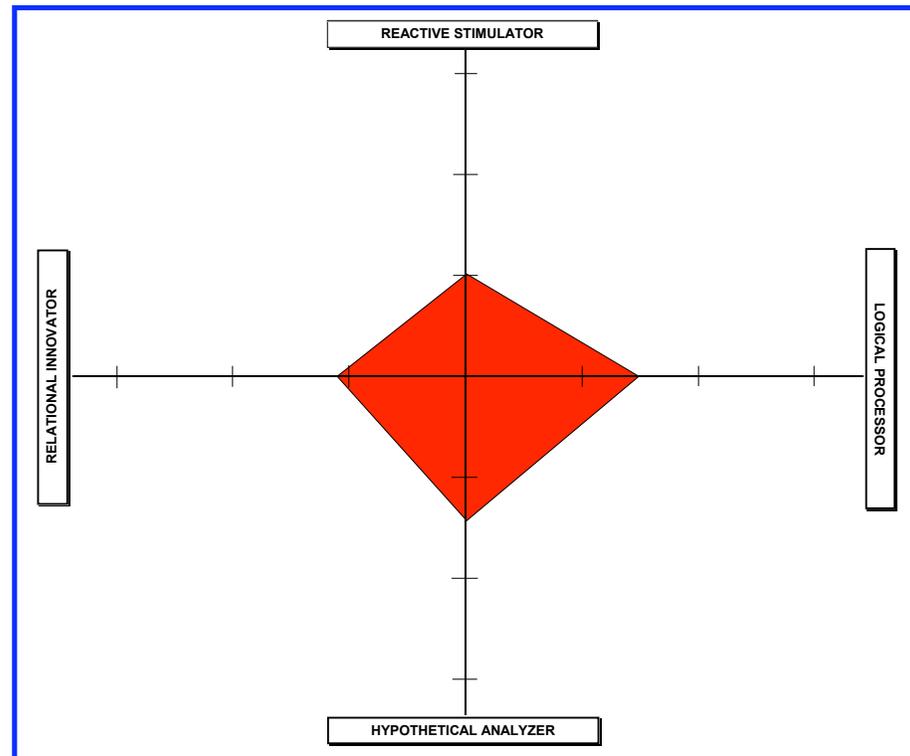
Selling to RI's

You can recognize the RI by their frequent use of analogies, a dislike of detail, obvious enthusiasm and a steady flow of new ideas. The RI will be difficult for an LP sales person to handle. Most of the LP's preparations will have to be discarded. The facts the LP treasures have to be replaced with ideas, opinions and viewpoints. The details that give the precision the LP values must be suppressed since the RI is likely to see them as boring. The LP must move into the "dream" world of the RI, a very difficult task.

Keep in mind that your prospect also has access to multiple styles. You are likely to see combinations of the behaviors described above. However, you will get a sales advantage even if you only focus on their dominant style.

Your Sales Profile

This report is focused on your primary sales style. However, most people have some ability in each of the four basic directions. The graphic below gives you a picture of your total sales profile in all of its directions.



YOUR SALES PROFILE

You can use the above graphic to get an idea of your capacity along each dimension. Generally, the higher you scored on a style, the easier it will be to use that style in your sales approach. The strength also indicates how long you will be able to stay within that style. For example, if you scored low in a given dimension it is likely that you will only be able to effectively use it for a short time. You can use this knowledge in planning your sales forays that use your peripheral powers.

Your profile describes the way you navigate life, as well as the way that you prefer to sell. Other people live in different situations and have developed different strategies. No one is right or wrong. They are just different.

