



A GUIDE FOR YOUR SALES MANAGER

The following statements are generated from your Birkman Interests, Component Usual, Component Need and Component Stress scores. Carefully read each statement and check the ones that are most significant to you. Remember, a statement appears because it may be significant for you, not because it is significant. Only you can decide which statements are most relevant to you.

SECTION A: What you tend to do well

- You are persuasive
- You tend to believe that your company's product or service genuinely helps the customer
- You are interested in the "numbers"
- You get to the point
- You tend to be organized
- You naturally like to take charge
- You are competitive
- You are energetic
- You can handle several things at the same time

SECTION B: What your manager can do to increase your effectiveness

- Your manager can be sure you have the written materials or know where to get them
- Your manager can give it to you straight
- Your manager shouldn't force you to attend group or team sessions if it's not really necessary
- Your manager can tell, rather than suggest
- Your manager shouldn't interrupt you unnecessarily



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SECTION C: What may happen if your manager doesn't manage you correctly

- You may not have the written materials you need
- You may become too direct with the prospect
- You may fail to "read" the group during the presentation
- You may start to domineer
- You may attempt to get the sale at any cost
- You may lose concentration

SECTION D: What your manager should say to you before you make a presentation

- "Do you have all the written materials and documentation you may be asked for? Show me"