

BRAND PROFILE INVENTORY

HOW TO USE THE KEY RELATIONSHIPS INVENTORY

The categories below represent the types of relationships you want to build in your current clients and evaluate in your prospective ones. It's also a snapshot of your broader relationships outside of your customer base. As you read the following statements in each category, how would you rate yourself?

On this scale, 1 means the key relationship factor is extremely low right now, and 5 means the key relationship factor is extremely high. If you're evaluating a prospect and don't have enough information, use this tool to help you evaluate their potential, or identify your priorities and goals once they've become a client.

AMBASSADOR BRAND FACTOR	RATING (1-5)
Owner: I take ownership for all facets of the prospect or client relationship. I'm the face of the relationship in their eyes.	
Expert: I am actively developing my expertise in three areas: my industry, my sales craft, and one personal passion.	
Elevator: I'm known for leaving a situation better than I found it. I'm known for creating positive forward movement and lift.	
Impact Oriented: I selectively challenge the status quo, when it will create positive impact or avoid negative impact.	
Strategic and Tactical: I routinely have business-level conversations (the what) and pivot to technical or functional conversations (the how).	
Unifier: I am known for finding commonalities and mutual benefit, especially in conflict situations.	
Loyalty Magnet: At least 50 percent of my book of business is repeat business.	
Lifetime Value Creator: I would rather "win for a lifetime" over "win for right now."	
Thought Leader: I regularly publish original thought leadership and also share the thought leadership of other trusted subject matter experts with my network.	
Brand Standout: I'm highly recognized as a leader in my industry, within my organization, and within my territory.	

(continued)

BRAND PROFILE INVENTORY *(continued)*

USING 50 POINTS, THIS SCALE WILL HELP YOU INTERPRET THE DATA.

0-21 POINTS: Your ambassador brand factors are low; this will negatively impact your long-term effectiveness as a modern seller. In any areas where you scored yourself a 1 or 2, select one of those as your starting point. When you make improvements in one area, it will begin to positively affect other areas.

22-40 POINTS: You're solidly within the mid-tier. Continue to amplify the categories where you're currently strong. Add to the mix by choosing a category that's out of your comfort zone and focus your efforts there.

41-50 POINTS: Your ambassador brand factors are high, and the definition of modern selling! Continue to amplify those high scoring areas. If there are any categories where you scored below a 3, that can become a focus area to keep you on track.