THE MODERN SELLER

INVENTORIES

SELL MORE AND INCREASE YOUR IMPACT IN THE NEW SALES ECONOMY

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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.	

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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.

KEY RELATIONSHIPS 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.

CATEGORY	STATEMENT	RATING (1-5)
Referrals: Strategic introductions and opportunity creation within my networks.	My client actively makes referral introductions for me inside of his/her organization.	
	My client actively makes referral introductions for me outside of his/her organization.	
	I have an identified and active peer referral network; we specifically make introductions and create opportunities for one another.	
	I have an effective process for requesting referrals from clients.	

CATEGORY	STATEMENT	RATING (1-5)
Testimonials: Current and results-oriented documentation of the value I bring to my clients.	I have a collection of testimonials or use cases I can easily access and share with prospective clients. Where appropriate, they're viewable in my professional/social profiles.	
	My testimonials or use cases are results-oriented and current.	
	I can easily think of three clients who would enthusiastically take a phone call from my prospect; they would talk highly about the value of my work and the relationship.	
	I have an effective process for requesting testimonials from clients.	

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KEY RELATIONSHIPS INVENTORY *(continued)*

CATEGORY	STATEMENT	RATING (1-5)
Centers of Influence: Individuals or organizations that open doors, provide insights, and create environments to build strategic relationships.	I have access to the centers of influence relevant to this prospect or client.	
	I am on a high-profile committee or I'm an active contributor to a high-profile organization – one that routinely involves centers of influence.	
	I regularly get requests from others for my insights, ideas, and connections related to my area of expertise.	
	I routinely make connections for others in my network; I connect them to people, resources, and ideas that are relevant to them.	

Buying Roles: Within a specific selling situation, these are the individuals involved in influencing the decision-making process.	I have a current map of the buying roles in my prospect or client selling situation. I know the power structure and where the influence lies.	
	I am actively cultivating relationships at all levels of the buying structure.	
	I have at least two advocates within the prospect or client who provide me with insights to the buying structure.	
	I know who my final decision maker is, and I have access to that person (even if the decision-making process involves a committee).	

Strategic Alliances: Partnerships that create complimentary opportunities; they're often revenue-generating and provide value I wouldn't otherwise be able to provide.	I understand the challenges and aspirations within my prospect or client, beyond just what my product or service can solve for them.	
	I have and actively leverage alliances (formal or informal) with providers that are complimentary to what my company provides.	
	These strategic alliances are financially beneficial; they generate revenue, profit, and commissions for all partners.	
	These strategic alliances help me to be more valuable to my clients and give me a competitive advantage.	

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KEY RELATIONSHIPS INVENTORY *(continued)*

USING 100 POINTS, THIS SCALE WILL HELP YOU INTERPRET THE DATA.

0-40 POINTS: Your key relationship factors are low; this is likely negatively impacting your effectiveness as a modern seller. While your scoring may be prospect or client specific, you'll want to take a bigger picture view of your overall approach to key relationships. In any categories 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.

41-75 POINTS: You're solidly within the mid-tier. Look for categories where you're currently strong and continue to amplify those. Add to the mix by choosing a category that's out of your comfort zone and focus your efforts there.

76-100 POINTS: Your approach to key relationships are the definition of modern selling. Continue to amplify your areas of strength. To keep yourself on track, focus on any questions where you scored yourself a 3 or lower.

LIFETIME VALUE INVENTORY

HOW TO USE THE LIFETIME VALUE INVENTORY

Below are some lifetime value criteria to consider as you're creating your inventory. Each one provides data for a more complete view into whether your prospect, client, or selling situation has enough potential lifetime value to invest your time, effort, and resources.

You'll want to rate yourself two ways: First, your perspective of where this prospect, client, or selling situation rates today in creating lifetime value for you. Second, your honest look of how your prospect or client views you/your company and the lifetime value you create for them.

As you rate each item, some may apply more to you as the seller, and some may apply more to the buyer's viewpoint.

Use a rating scale of 1 to 10, with 10 being the highest indicator of lifetime value, and 1 being the lowest. If you use all the criteria, the highest total for each column is 120 points, and a total value of 240 points.

CATEGORY	How would you/ your company rate the prospect or client?	How would your prospect or client rate you/your company?
Philosophical Alignment – Rates how well your overall values, vision, and business philosophies align.		
Sales Process – Rates the ease of doing business and clarity during the sales process; access to the right leadership levels for decision making; transparency of information sharing.		
Solution Compatibility – How well your solution portfolio aligns to their functional or technical requirements.		
Post-sales Onboarding – Rates the experience after the deal is won. There's a clear, simple, and effective process reinforcing that the client made the right decision to do business with you.		

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LIFETIME VALUE INVENTORY *(continued)*

CATEGORY	How would you/ your company rate the prospect or client?	How would your prospect or client rate you/your company?
Internal Team Support – The right teams are in place to support the client post-onboarding. There are clear and simple support processes, and specific points of contact to guide the client.		
Price/Fee Sensitivity – Rates how likely this prospect or client is to accept your prices or fees, or if they will tend to significantly negotiate. This is both a short-term and longterm view.		
Revenue – Rates revenue potential, short-term and long-term. Consider overall scale of revenue potential as well.		
Profitability – Rates the overall profit potential, both short-term and long-term. How important is the profitability of this client to you?		
Administration – Rates daily operations. For example, products and services delivered on time; the client pays their invoices in a timely manner.		
Growth/Cross-Sell Potential – Rates growth potential, and the ability to cross-sell new products/ services within the client once the initial deal is won.		
Referenceability – Rates how referenceable this client will be; for example, they are open to creating a case study for success, or they are willing to provide testimonials on your behalf.		
Logo Strength – Rates how important this prospect or client is to your portfolio of logos. For example, this company may be a cornerstone client or help you gain credibility in a new market.		

LOYALTY ENGAGEMENT INVENTORY

HOW TO USE THE LOYALTY ENGAGEMENT INVENTORY

Each of the loyalty categories are traits or outcomes you want to have in your current clients and build in your prospects over time, once they become clients. As you read the following statements in each category, how would you rate yourself?

On this scale, 1 means the loyalty factor is extremely low, and 5 means the loyalty factor is extremely high.

If you're evaluating a prospect and don't have enough information, this tool can be used to work with them, so you better understand what would make them raving fans and advocates.

CATEGORY	STATEMENT	RATING (1-5)
Trusted Advisor: I have trusted advisor status with this current client. If this is a prospect, I am firmly establishing myself as a trusted advisor	I proactively provide value, in the form of expertise, connections, or other resources.	
	This prospect/client consults with me early when issues arise. They don't wait until it's an even bigger issue.	
	This prospect/client turns to me for guidance within my area of expertise.	
	This prospect/client turns to me for guidance outside of my area of expertise, because they know I can connect them to the right resources.	
	I am continually learning and curious on a wide range of topics, so I can share that learning with this prospect or client.	

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LOYALTY ENGAGEMENT INVENTORY *(continued)*

CATEGORY	STATEMENT	RATING (1-5)
Creating Advocates: This client is actively engaged and advocates on my behalf. The relationship has helped me to exponentially grow my book of business.	This client actively refers business to me.	
	This client provides testimonials for me and willingly talks about their experience to my prospects when I make the request.	
	This client actively seeks out ways for us to continue doing business together.	
	This client willingly uses their own social capital to open doors for me.	
	If my advocate at this client left their current employer, they would bring me into their next employer.	
Overall Experience: This prospect/client buys on value, they don't default to price.	This prospect/client is a value-based buyer. They place significant business value on my product or service.	
	This prospect/client doesn't typically try to negotiate down on price.	
	Our delivery experience after the sale is consistently strong.	
	I have a deep understanding of what my prospect or client values. That understanding is documented, and I review it regularly with my client.	
	I have created ways for my customers to provide feedback beyond my company processes. I regularly monitor and respond to that feedback.	
	How I deliver the product, service, or experience differentiates me from my competitor.	
Getting to Yes: This prospect/client sees us on the "same side of the table." They always look for ways to create a Yes situation.	I've successfully recovered from a past issue at this client.	
	The client will proactively tell me when something isn't working. They'll give me a true chance to resolve it, or we'll resolve it together.	
	I can openly tell the client when something isn't working. I'll give them a true chance to resolve it, or we'll resolve it together.	
	There's a high level of accountability in our relationship, and a very low level of blame.	

LOYALTY ENGAGEMENT INVENTORY *(continued)*

USING 100 POINTS, THIS SCALE WILL HELP YOU INTERPRET THE DATA.

0-40 POINTS: Your loyalty factor is low and could indicate a disengaged client. This is an opportunity to determine what level of investment you feel is worth making to improve the relationship. This score can also indicate the need for more information, or you could be in the beginning stages of the relationship and need more time.

41-75 POINTS: You likely have a satisfied but not fully engaged client. Look for any patterns to direct you on where to invest in improving loyalty. This is the widest ranging tier, so one thing to keep in mind is that the engagement level of a client with a score of 45 is likely very different from one that scores 75.

76-100 POINTS: You likely have a highly engaged client, a "29 percenter." This is likely a cornerstone or flagship client, and one that's worth the continued investment. Take what you're learning from this client and apply it to other clients where you'd like to increase loyalty.