

STANDOUT

YOUR STANDOUT RESULTS

REBECCA SABETTA



CONNECTOR




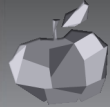







TEACHER

THE **GREATEST VALUE**
YOU BRING TO THE TEAM:

Your penetrating questions-they deepen our
understanding of ourselves and the value of
our ideas.

REBECCA SABETTA

YOUR COMPLETE ROLE RANKING

| | | | |
|---|---|-------------------|---|
| 1 |  | CONNECTOR | You are a catalyst. Your power lies in your craving to put two things together to make something bigger than it is now. |
| 2 |  | TEACHER | You are thrilled by the potential you see in each person. Your power comes from learning how to unleash it. |
| 3 |  | INFLUENCER | You engage people directly and convince them to act. Your power is your persuasion. |
| 4 |  | STIMULATOR | You are the host of other people's emotions. You feel responsible for them, for turning them around, for elevating them. |
| 5 |  | PIONEER | You see the world as a friendly place where, around every corner, good things will happen. Your distinctive power starts with your optimism in the face of uncertainty. |
| 6 |  | ADVISOR | You are a practical, concrete thinker who is at your most powerful when reacting to and solving other people's problems. |
| 7 |  | PROVIDER | You sense other people's feelings and you feel compelled to recognize these feelings, give them a voice and act on them. |
| 8 |  | EQUALIZER | You are a level-headed person whose power comes from keeping the world in balance, ethically and practically. |
| 9 |  | CREATOR | You make sense of the world, pulling it apart, seeing a better configuration, and creating it. |



The **StandOut assessment** helps you accelerate your performance by pinpointing your comparative advantage, and showing you actions you can take to capitalize on this advantage.

FIND YOUR **EDGE.** WIN AT WORK.

OVERVIEW: The assessment measures how well you match 9 Roles and reveals your lead Role and secondary Role. These top two Roles are the focal point of all your talents and skills and your instinctive way of making a difference in the world.

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1) Your Lead and Secondary Roles:

In addition to receiving detailed definitions of each Role and where you are at your most powerful, you will learn how to make an immediate impact in the workplace. You'll also get guidance on how to take your performance to the next level and on what traps to watch out for on your strengths journey.

2) Combined Roles:

In this section of the report, your top two Roles are combined to give you even more specific advice on how you can win at work. You'll learn your greatest value to your team and get individualized content on how you can be successful as a Leader, as a Manager, in Client Service, and in Sales.

3) Strengths MAP:

The Strengths MAP is an action planning form to help you digest your results and determine key action items to leverage your competitive edge.

How to Interpret your Results:

Understanding your unique advantage is a vital first step in making your greatest possible contribution. Knowing your Roles and following the advice and suggestions revealed in your results will help you intentionally invest your time where you can make the greatest difference and get the greatest recognition. We do recommend highlighting any sections that feel particularly relevant to you as you read your results, as this will help you complete your Strengths MAP.

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ROLE 1



THE DEFINITION:

You begin by asking, "Whom can I connect?" You see the world as a web of relationships, and you are excited by the prospect of connecting people within your web. Not because they will like each other--though they might--but rather because of what they will create together. Your mantra is "One and one makes three." Or thirty. Or three hundred. On your most optimistic days, you see almost no limit to what people with different strengths and perspectives can create together. You are a naturally inquisitive person, always asking questions about each person's background, experience, and skills. You know instinctively that each person brings something unique and distinct to the table, something, no matter how small, that might prove to be the vital ingredient. In your head, or in your contacts, you store a large network of people whom you've met, learned about,

catalogued, and positioned somewhere within this network--each person with a link to at least one other person, and each with an open port for another link to be added. People are drawn to you because you are so obviously passionate about their particular expertise, and because you have so many practical ideas about how their expertise can be combined with others. You enliven and enlarge others' vision of who they are and what they can achieve. You are a connector, weaving people together into the fabric of something much larger and more significant than themselves.

“

Whom can I connect?"

CONNECTOR



YOU, AT YOUR MOST POWERFUL

- ✓ You think in terms of possibilities. "Wouldn't it be great if we linked up this person with that person?"
- ✓ You are a multiplier, always trying to put two things together to make something bigger and better than it is now.
- ✓ Your chief impact is through your sense of what could be, your excitement about the combination of people, or of people plus technologies/projects/ideas.
- ✓ You create culture change, not because you talk "culture" but rather because you bring people together in order to get something done--you sense that there's no better way to get people to trust one another than to have them do work together.
- ✓ You bring new people onto a team quickly. Because you are able to "ramp up" people so fast, you make teams and organizations stronger, quicker.
- ✓ You are a catalyst. You speed up the reaction between two people, or two groups, or between a particular person and a particular challenge.
- ✓ You are a researcher of people. You are intrigued by people's unique qualities and talents, and so when you meet someone, you delve deep, asking one question after another. The more you understand about this person, the better you'll be able to position him so that he links up with others--either inside or outside the organization.
- ✓ You are a researcher of facts, technologies and products. Each new thing you learn is raw material. You can use it to make some new concoction of people/products/ideas.
- ✓ You are resourceful. When your back is against the wall you are sure that you will know someone you can call. Your "tool box" of people is big and always getting bigger.
- ✓ Your resourcefulness gives you an aura of confidence. And of optimism. You have a strongly positive outlook--about the world and about people in general. You just know that, with enough thought, you will be able to dredge your memory banks and find someone who can get it done.
- ✓ Others are drawn to you. They are drawn to you because they see that you are looking for their best qualities. They are drawn to you because you will connect them with people who can complement them. They are drawn to you because you find ways in which they can be useful.
- ✓ You are winning and persuasive. People tend to do what you ask of them because you excel at painting the picture of "what could be."

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PHRASES TO DESCRIBE YOURSELF



"I am fascinated by people's strengths and gifts."



"I'm really good at figuring out who should work together and why they would work well together."



"I'm a collector. I collect information about people and store it away so that I always know who to call. For example..."



"I love pulling people together from all parts of the organization for a special project. Here's how I did it in my last role..."



"The most important thing to me is speed. I want to get myself up to speed on any new subject really quickly, and I want to find the right person to connect to this subject really quickly."



"I get a kick out of 'wouldn't it be great if...' kind of thinking. I'm always cooking up new projects and plans."



"I think I'm effective at persuading people to put aside their differences and join forces to get something done together."



HOW TO MAKE AN IMMEDIATE IMPACT



You're lucky. You're a fast starter. Your natural instincts cause you to reach out and connect with your new colleagues. Your genuine interest in them will doubtless endear you to them. **So begin by letting these instincts run.**



Start building your own private "scouting report" on your new network. For each person, capture what you've learned about his or her particular area of expertise, or interest, or experience, and your initial thoughts about where he or she adds the greatest value to the team.



Find an opportunity to surprise a colleague with how useful your network is. Most people don't continually add people to their mental list of potential resources and so won't have many people whom they can call on to help them get something done or solve a problem. But you do. So as soon as you can find the right situation, pull out your "Rolodex" and offer just the right person/expert who can help solve a pressing problem.



Once you feel you've had the chance to display your resourcefulness, it will be time to **flex your "possibility-thinking" muscles** (don't try this before you've established your credibility or others may reject your ideas as presumptuous). What's powerful about you is that the possibilities you see in your head are not theoretical. Instead you think in terms of practical realities, as in "Let's put this person with that person and then focus them on this particular project." Your ideas might not necessarily be accepted immediately, but persevere. Keep offering up these "what-if" scenarios. Soon your colleagues will come to rely on you as source of practical ideas.

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✓ Be sure to **target your "what-if" ideas toward solving existing problems**, rather than creating something utterly new. People tend to be immediately grateful to problem-solvers. And, in contrast, people are initially suspicious of innovators.

✓ **Always keep your social networking platforms up to date with fresh and vivid content.** You're inclined to do this anyway, but sometimes, as we all do, you get distracted by the other demands in your life. We will come to rely on you, as the Connector among us, to maintain the web of our relationships. (If keeping three or four platforms up to date proves too much of a time-drain, configure one platform so that it updates all the others.)



HOW TO TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

✓ **Stay attentive.** Wherever you go there's the chance to make a connection. Interesting people are everywhere, not just at work or at professional gatherings, but sitting next to you on the plane, at your child's birthday party, at the church planning meeting.

✓ You are inspired by extremely talented people, so try to **find at least two groups of experts in which you can play a leadership or organizing role.** It doesn't really matter what the group's expertise is. What's invigorating for you is hearing the discussions, listening to the different viewpoints of these "masters." Listen long enough and you will almost certainly come

up with a new mission, a new possibility.

✓ **Discipline yourself to connect someone to something every day.** For example, send an e-mail a day beginning, "I thought of you when I read this..." and then include a line or two about how this particular person might benefit or learn from what you sent her. We rely on you for practical possibility thinking, so be sure to draw a clear connection between what you sent and what the person might be able to do with it.

✓ To expand your network, **go beyond your usual haunts and gatherings.** Once or twice a year, sign up for an exciting group experience--a cycling trip, a charity walk, a river rafting expedition--and go alone. Given your nature, it's almost guaranteed that you'll encounter someone who'll spark an idea of a new connection you can make.

✓ People are always going to be attracted to you because of the possibilities you see in them and in what they can create with others. **Become better at describing these possibilities--**more vivid in your descriptions, more detailed in your explanations of why and how two people will complement one another so well--and you will grow to be extraordinarily effective at getting people to act on your ideas.

✓ When you are researching a subject, find the ultimate article, book or paper, read the bibliography, identify the most frequently quoted sources and then **reach out to these sources and get to know them.**

✓ Obviously everyone within your network does not have the same level of influence--some

CONNECTOR

are higher-leverage than others. **Identify the highest-leverage people in your web** and discipline yourself to have a meaningful conversation with them each month.

✓ Always act on the assumption that people--even very accomplished, famous people--want to connect with you. If you've been impressed by a product, find out the inventor and call him up. If you've enjoyed a book, reach out to the author. Of course, they may not respond immediately, but with each e-mail or note from you, you are inching them toward the threshold when they will. And even if your "reach-outs" are never returned, rest assured that the person is reading them, and appreciating them, and that, if nothing else, your interest will encourage them to create more.



WHAT TO WATCH OUT FOR

✓ The difference between a name-dropper and a network-builder is follow-up. What's powerful about you isn't who is in your network, **it's your ability to link up seemingly unconnected people within your network to make something happen.** People will get excited when you tell them you know someone who can help them; they will get disappointed when you don't make the call. Their disappointment will start to tarnish your reputation.

✓ When you connect people, do it well. **This means be detailed and specific.** When you introduce people to one another, paint a vivid picture of the strengths or experiences of each person, why you think each person complements

the other, and what you think might be possible if they worked together. People are busy and it's hard to get their attention. Nothing succeeds in grabbing attention quite as well as detail.

✓ **Ask permission before you connect people.** Each of us is protective of our time. If you are careless or haphazard in linking up people, they may come to see you as a danger to their time, and wall themselves off from you and your ideas.

✓ **Don't become a "forwarder."** Never send out a mass e-mail in the hopes that someone, somewhere within your network will benefit from it. This is the laziest form of network building. It reveals to us that you see us as an undifferentiated mass of people. This will annoy us.

✓ **Try not to get disappointed if people don't call you back.** Some people need a lot of nudging before they will respond to your invitations. So long as each "reach-out" is done with detail--"Here's exactly what I was thinking"--each nudge will come across as respectful, and will move them just a little bit closer to responding.

✓ When you are identifying high-leverage people within your network, remember that, sometimes, the most important person in an organization--be it a company, a community group, or a "movement"--is the number two. The number one might be the original idea guy, the visionary, the rallying point. **But the second person to join the "movement" is actually the person whose connections run deeper into the organization.** This is the person you need to know if you want to make things happen.

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ROLE 2



THE DEFINITION:

You begin by asking, "What can he learn from this?" Your focus is instinctively toward the other person. Not his feelings, necessarily, but his understanding, his skills, and his performance. You see each person as a work in progress, and you are comfortable with this messiness. You don't expect him to be perfect; in fact, you don't want him to be perfect. You see the possibility in imperfection. You know that imperfection creates choice, and that choice leads to learning. Since you are energized by another person's growth, you look for signs of it. "Where was he last month?" you ask yourself. "What measurable progress have I seen?" You create novel ways to keep track of his performance and celebrate with him when he reaches new heights. You ask him a lot of questions to figure out what he knows and what he doesn't, how he learns best, what is important to him, and what

journey he is on. Only then can you join him at the appropriate level and in the appropriate way. Only then can you help him learn.

“

What can he learn from this?"

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YOU, AT YOUR MOST POWERFUL

- ✓ People's performance improves when you're around. This is your greatest gift.
- ✓ Instinctively people know that you care about them, and that your caring is genuine. They get it. They feel it. They never doubt it. And this certainty frees them. They can experiment, and reach, and fall, and fail, and then reach again. And you will still be there willing them to keep reaching.
- ✓ You don't give up on people. No matter how much they struggle, you keep believing that they will find a way to move forward, and to improve.
- ✓ You are intrigued by "the process"--the process of other people's learning and growth. You aren't impatiently waiting for the big-bang breakthrough. Instead you are content to see small increments of growth that happen every day. The "getting it" can be more exciting to you than the "got it."
- ✓ You are also intrigued by the process of the activity. You revel in breaking activities down into their discrete parts, and then showing others how to do each discrete part. You want others to understand the "how," the "method," and when you can show others the "how," you are delighted. This, in your view, is where the real learning happens.
- ✓ You give other people choices. You allow them to make their own decisions. You realize that choice is the mechanism for learning, for growth. You say, "You decide, then come back and tell me what you decided, and why." You are a natural delegator.
- ✓ You know that people can learn only from where they are starting, so you ask lots of questions to determine their starting point. You listen very carefully. You watch closely. Any small action or reaction could be a clue about where to "join" them in their learning journey.
- ✓ Your "start-by-listening" approach makes others feel heard, and safe. For you, it is the source of vital information about their learning styles, their personalities, their understanding. You use this information to tailor what you are teaching so that it fits each person--you individualize.
- ✓ Physically you want to get on people's level. You want to "walk the factory floor," see people in their "natural habitats," "get down in the dirt with them." This achieves three things: 1) it shows them that you know them; 2) it shows you the world from their perspective; 3) it gives you the raw material you need to give them good ideas for how to get better.
- ✓ You are a learner yourself. Because you love the process of "getting it," you sign yourself up for classes so that you can feel yourself "getting it." This is a constant part of your life.
- ✓ Your dedication to constant learning is not just for you. It also serves to arm you with new ideas and techniques that you can use to help others. Consequently, to others you seem wise, an unending source of knowledge, experiments

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and ideas that might help them grow.

✓ Whenever others run dry--of ideas, or of self-belief--they return to you. You seem strong, patient, understanding, and yet always expectant.

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PHRASES TO DESCRIBE YOURSELF

- ✓ "I like listening to people tell me what they do and how they do it."
- ✓ "I'm a constant learner. For me there's something energizing about the process of getting to a point where I've mastered a new skill. Recently I took classes to learn how to..."
- ✓ "I like getting down in the dirt with people, seeing the world through their eyes. Customers, colleagues, friends--I think I can truly help them only if I have seen their perspectives."
- ✓ "I don't think you can teach people in the same way. Instead I'm always looking for how each person's mind works, and what motivates her."
- ✓ "I never give up on anyone. In my heart I know that everyone can find success somewhere--we just have to persevere with them and discover where. Of course, it might not be within their current roles."
- ✓ "I love giving my people ideas. I'm constantly reading up on stuff so that I've got something to share with them when they call on me."
- ✓ "I get a kick out of sharing my ideas or techniques with my colleagues. Knowledge is one of those weird things that you get more of by giving it away."



HOW TO MAKE AN IMMEDIATE IMPACT

- ✓ You want to help others, but you have to earn this right. So **begin with your student hat on.** People like students. They like to be asked questions about how they do what they do, and they like to hear themselves talk about why it works. Listening shows respect. So be inquisitive and be seen to be inquisitive.
- ✓ **Find opportunities to feed people's words back to them.** Describe what you've heard, and what you've come to understand about their work, and their process. Not only will you be able to test your understandings, you will also validate your new colleagues. They will appreciate this validation.
- ✓ **Accompany your new colleagues as they "sweep the floors."** Spend time with them in their environment. Watch how they do their work and notice the details of their struggles and their successes. These real-world details will give you raw material when you start trying to help them navigate through their struggles, and achieve even greater success.
- ✓ Early in your new role, **find a chance to expose your team to at least one new idea.** Since you are constantly studying, reading and researching, you will doubtless have new ideas to share, and since you will have shown yourself willing to listen and learn, you will have earned the right to offer your colleagues a fresh perspective. Pick one idea in which you have great confidence and present it to the team.

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✓ **Volunteer to teach.** Teams are busy doing, and yet they know that new additions to the team will need to be brought up to speed. Some are frustrated by the novice's lack of knowledge, but you aren't. You are excited by his "ignorance." Each novice presents a chance to find interesting ways to fill in the gaps in his knowledge.

✓ Once you have asked your questions, and gotten a sense of your colleagues' work, **offer up a way to help people track their progress.** Because you are interested in improvement, you will be adept at figuring out how to help people measure what they do, or, if measurement proves too complicated, how to define increasing levels of competence at a particular skill or task. Since everyone loves to chart his own progress toward mastery, this could be an invaluable, and immediate contribution.



HOW TO TAKE YOUR PERFORMANCE TO THE NEXT LEVEL

✓ **Keep learning.** Keep researching your subject. Attend the cutting-edge conferences. Read the expert posts. Make this a priority.

✓ **Become an overt champion of others.** Discipline yourself to reach across the organization and place people whose raw talent you have spotted into positions of real responsibility. Some will say, "But he is not ready." Don't shy away from this "risk." Instead, celebrate it. You are a genius at giving people just the kind of responsibility they need, at just the time when they need it.

✓ When you champion young talent, **make sure your explanations for why this is the right person, the right responsibility, and the right time, are vivid and detailed.** Become adept at describing the strengths you have seen in the person, and why you think this strength will translate to the new, larger responsibility. Be equally detailed about what specific knowledge the person lacks, and how you propose he go about acquiring this knowledge, without jeopardizing his ability to deliver results--this detail will give others, who have less of a "feel" for young talent, the certainty they need.

✓ **Develop theory.** As an instinctive collector of factual bric-a-brac, you will always be a fount of new ideas and insights. But if you want to excel at helping others learn, you need a set of theories on which to "hang" all that your inquisitiveness has yielded. Theories clarify. They help others make sense of things. And so they will make you a better delegator.

✓ **Refine your stories.** People are wired to be interested in a story that has a beginning, a middle and an end. They love the momentum, the drama, the detail and the dialogue of a good story. Since you excel at noticing detail, and since you love the drama of learning and discovery, you will always have rich raw material from which to construct your stories. Take the time to do so. It will make you a better teacher.


✓ **Always stay in touch with those whom you have helped to learn and grow.** Their continued success will be a constant source of joy for you. They are your alumni.


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 **Build your network of other "teachers."**


They will invigorate you with their ideas, their practical approaches, and their successes. They will push you to stay on top of new developments and to keep innovating.

WHAT TO WATCH
OUT FOR


 **Stay in the real world.** Trust the details you notice. You are such an avid reader and researcher you can sometimes be intrigued, and even swayed, by other people's theories. While some of these theories may be sound, always rely on your own real-world learning as your guide.

 **Know that things will not always work out as you had hoped.** A new young talent, whom you championed, will struggle. A new idea that you introduced and supported will fail to take hold. Be resilient and keep confident in your process, namely that, in most cases, experimentation and delegation lead to progress.

 Teachers can sometimes come across as know-it-alls, **so guard your credibility.** This means (a) keep doing your real-world research so that you always have on hand two or three recent examples of what you've seen and the sense you've made of it; and (b) learn to be comfortable saying, "I don't know and I will get back to you with the answer as soon as I can." Never pretend to know what you don't.

 It will be hard for you to thrive without an audience, even if your audience is a "readership" rather than a group of people you actually know.

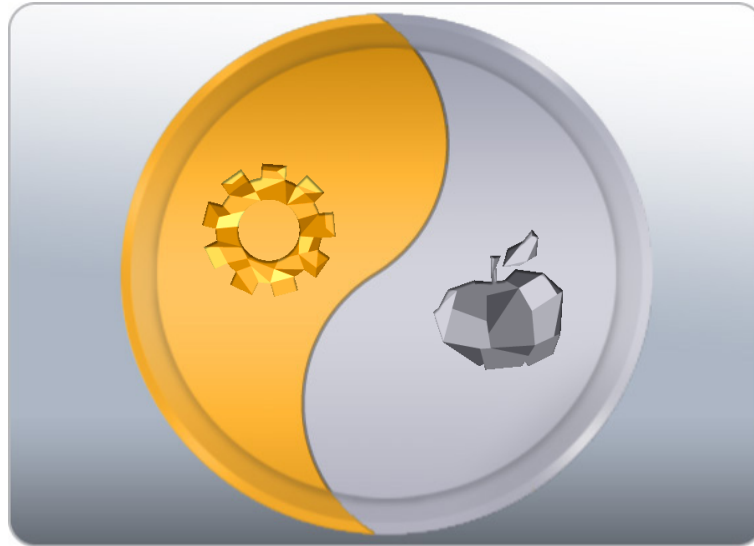
So seek out your audience of learners and resist the temptation to get yourself promoted too far away from them.

 When you join a new team, the learner aspect of you will do battle with the teacher aspect. The teacher aspect will immediately see people who could improve, and ideas that could be spread. **Hold this teacher aspect in check.** You can't simply waltz into a new setting and proffer advice and wisdom--well, you can, but it will be badly received. So, in the learner-teacher battle, let the learner win. Ask your questions, take notes, be seen to listen, and your "wisdom" will be more appreciated, and more readily adopted.

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YOUR COMPARATIVE ADVANTAGE:

YOU HAVE AN INSATIABLE
CURIOSITY.

You're the one who actually loves reading everything that comes across your desk, and you make instant, relevant connections regarding how and whom every idea can serve. Finding the right article, sending it to the right person, knowing that it will help him or her solve a current issue or stimulate the next move: this is you in your element. You are the first person people think of when they are looking for the best resources or research on any given subject. A day without investigating or learning something new is like a day without water for you. You need the stimulation to survive, and you're not fussy about the subject matter. You just need to be able to apply it practically in service of others.



THE GREATEST VALUE YOU BRING TO THE TEAM:

YOUR PENETRATING
QUESTIONS-THEY
DEEPEN OUR
UNDERSTANDING OF
OURSELVES AND THE
VALUE OF OUR IDEAS.



YOUR IDEAL CAREER

You are an instinctive gatherer of information, a collector of interesting factoids, articles, and insights. You do this not necessarily for your own benefit, but rather so you can package them up and parcel them back out to people who might need them, or find them useful. Over your career you will come to be known for this--whenever we are at a loss, we will turn to you, sure that you will have something valuable to share with us. For example, in the world of education, you will excel with older students who are about to graduate and who need connections beyond the closed environment of the classroom and the textbook. In the corporate world, you will be that wonderful first boss who not only teaches us the basics of our job, but also links us up with people who help us take the next step. Later in your career, you will prove to be a willing and effective mentor, the kind who will not only know who to call but who will bother to make the third and fourth phone call on our behalf. Always generous with your knowledge, you are the quintessential career coach.



**YOU ARE THE
QUINTESSENTIAL
CAREER COACH.**



HOW TO WIN AS A LEADER

CONNECTOR: :TEACHER

Your strength is your ability to see the best in us. We sense that, if we stick with you, you will make us a vital part of something significant. And so we are drawn to you.

Your strength is your faith in our potential. We never sense frustration with our struggles but rather a deep belief that we can keep experimenting, and keep getting better. You accept us; and yet your expectations motivate us.

- ✓ Tell us how important it is to you for our company to be a 'friend in the community.' We all want to know that we are a part of something bigger than ourselves, a community of people and businesses who rely on one another. You help us see these connections.
- ✓ You are at your best in a crisis. We know we'll never be left in the lurch, because you know someone, who knows someone, who knows someone who can get the job done. At staff meetings tell us the stories of how we handled it "when the storm blew out the electricity for 12 hours." These stories will inspire us, and give us the confidence that we can cope with any situation or emergency.
- ✓ Show us the practical things we can do to connect with our community. Challenge us to think of new ways to reach out to our neighbors. Join local charities. Shred our newspapers and ask us to give them to the SPCA. Tell us to take our old towels to the local firehouse. Can we give our old equipment to Habitat for Humanity? Can we sponsor or participate in a local sporting event for charity?
- ✓ Keep our core score visible and up to date. Knowing that you are monitoring our progress is motivating. You always find unique ways to celebrate our personal and organizational successes.
- ✓ We want to learn from you. And you want to teach us. So make time to teach us. Set aside one lunch a week to walk us through what you learned along the way. Volunteer to be faculty for a series of classes. Blog about your experiences.



HOW TO WIN AS A MANAGER

CONNECTOR: **:TEACHER**

Your strength is building surprisingly talented teams. I know I can count on you to do your due diligence when cherry-picking new teammates.

Your strength is how seriously you take my learning. And since you take it so seriously, since you pay it so much attention, I am inspired to do the same.

- ✓ Your natural instinct is to look outside the company to the people we are trying to serve—the client. Remind me of this mission. This seems obvious, but sometimes the details of my own position distract me.
- ✓ I like seeing you out with our clients virtually all the time. The way you engage directly with their lives, the way you sort out their problems, the way you speak their "language"—all of this reinforces the ultimate purpose of my job.
- ✓ At staff meetings, or during one-on-ones, describe for me in detail what the clients' life is like. Tell me about their concerns, their agendas, their budgets. I may never have sat on their side of the table before. You can help me see the world through their eyes.
- ✓ I actually look forward to my performance reviews with you. I know you've actively monitored my progress, and I know that you'll be creative in finding ways to help me elevate my performance to the next level.
- ✓ You reward with opportunity. If I've achieved something important, I can count on you to present me with a special project or mission to augment my skills. This focus on my growth shows me that you really care about my long-term development and ultimately, fulfillment.



HOW TO WIN IN CLIENT SERVICE

CONNECTOR: :TEACHER

Your strength is your resourcefulness. You always have some person or some idea that can help solve my situation.

Your strength is that you help me discover something new about my situation.

- ✓ You really listen to my needs. You are loyal to your brand, but don't hesitate to introduce an alternate brand or product if you think it will serve my needs better. I appreciate this because it reassures me that you care more about my satisfaction than filling a quota.
- ✓ You leave no stone unturned. I can tell you're working as hard as possible to find solutions for me, your client. Tell me the steps you're taking. I need to follow your line of thinking.
- ✓ I like it that you deal with my problems head on. I sense that you are a resourceful person who will be able to nip my problem in the bud, or who will know just who to call to help me solve it.
- ✓ If there is a shortcut or a work-around for an issue I'm having, show it to me. When you have advice on how I might use my product or service more effectively or efficiently, share it. This learning breeds loyalty.
- ✓ Always seek to find opportunities to teach me. Say "You're using 'x'", but 'y' will work better for you. Here's why..."



HOW TO WIN IN SALES

CONNECTOR: :TEACHER

Your strength is your active network of relationships. Your need to reach out and stay current with your network will help those you have selected feel valued and appreciated.

Your strength is your understanding. Your rich perspective of how each client is unique enables you to adapt your offering to serve them better.

- ✓ Always take the time to ensure that the people you introduce me to can really help me. As this happens more and more, I will see you as more and more credible.
- ✓ You seem to me to have a wide network. I'd love to meet some of the other people in your network. Can you put on a lunch, or a dinner, some event where we can all get know to know one another? Organize meetings, retreats, off-sites, learning seminars, symposia. We want to belong. We want to feel part of smart group who can learn from one another. You can be our host, and our bond, tying us together, and to you.
- ✓ As your potential client, I like it when you come around and visit me. You've always got something going on, some news to share about what your company is doing or what is going on in our industry. Your network offers me access to valuable resources I would not be able to find on my own.
- ✓ One of your gifts in sales is that you don't need to have all the answers. You want to tell me what you know, and then allow me to draw my own conclusions. I admire and appreciate this.
- ✓ As a Teacher you are also a natural learner. Learn from me. Ask me to share what I know. Let me speak about my world. I will sense that you are genuinely intrigued and so I will be drawn to you.

