

RAINMAKER SELF-ASSESSMENT FOR BUILDING INDUSTRY SALES PROS

Where are your strengths in your quest to become a RAINMAKER? Select 1 if you MILDLY AGREE with this statement, 2 if you AGREE with the statement, and 3 if you STRONGLY AGREE with the statement.

HUNTER	Mildly Agree	Agree	Strongly Agree
1. I am a relentless prospector. I am laser focused on the building industry companies I pursue.	①	②	③
2. I am intensely curious. I look for customer “pains” that other people don’t see.	①	②	③
3. I qualify opportunities early to ensure I am working on those with the best potential.	①	②	③
4. I constantly connect and network to meet more people.	①	②	③
5. I focus my efforts on where “power” and “influence” exists in an organization.	①	②	③
CONSULTANT	Mildly Agree	Agree	Strongly Agree
1. I use analytical skills to gain insight into the customer’s world and perspective.	①	②	③
2. I seek out customer problems that lead to opportunities, often unrealized, where I can provide value.	①	②	③
3. I see myself as a change agent, helping the customer see what the future can be.	①	②	③
4. I think like an owner, helping identify where growth can occur.	①	②	③
5. I solve challenging problems creatively, often considering approaches that can be considered counterintuitive.	①	②	③
INFLUENCER	Mildly Agree	Agree	Strongly Agree
1. I always focus on communicating the <i>financial</i> benefit to my customers.	①	②	③
2. I use a library of testimonials to inspire customers to take action.	①	②	③
3. I persuade from the customer’s perspective.	①	②	③
4. I demonstrate “compelling” reasons for my customers to act.	①	②	③
5. I influence using persuasive stories and visuals that my customers can easily relate to and avoid using corporate jargon.	①	②	③
EDUCATOR	Mildly Agree	Agree	Strongly Agree
1. I am an expert on my company’s products and services, especially how they are applied to address a customer’s situation.	①	②	③
2. I use creativity in demonstrating our offerings to customers.	①	②	③
3. I coach and train customers in how to best utilize our solutions.	①	②	③
4. I act as a source of ideas for my customers in how they can improve.	①	②	③
5. I am a perpetual learner – striving to constantly increase my knowledge base.	①	②	③
FACILITATOR	Mildly Agree	Agree	Strongly Agree
1. I am the ‘champion’ and ‘orchestrator’ for my customers in delivering on our commitments.	①	②	③
2. I draft a written plan with the steps needed to successfully implement our solutions.	①	②	③
3. I build internal alliances with other departments to make sure my customer has excellent experience with our company.	①	②	③
4. I become aware of problems or implementation issues often before my customers contact me.	①	②	③
5. I and my team provide value to my customers by always going the extra mile.	①	②	③

In light of your self-assessment, what insights did you gain about yourself?
