

# CliftonStrengths® for Sales

Welcome to CliftonStrengths for Sales, the report that guides you through your unique talents and how you can use those talents to succeed in your role.

We designed this report to make your days easier, bring clarity to your role and strengthen your sales effectiveness.

*Use this report to learn about your results and better understand what you naturally do best as a salesperson. Then, go implement the action items into your role responsibilities — starting today.*

## YOUR TOP 10 THEMES

### 1. Significance

Look for opportunities to do important work where you can help others raise the bar.

### 2. Futuristic

Share your visions of a better future.

### 3. Individualization

Appreciate the uniqueness in each person you meet.

### 4. Focus

Set specific goals with timelines to motivate yourself.

### 5. Maximizer

Strive for excellence, and encourage others to do the same.

### 6. Strategic

Always have at least three options in mind so you can adapt if circumstances change.

### 7. Learner

Use your passion for learning to add value to your own and others' lives.

### 8. Achiever

Bring intensity and effort to the most important areas of your life.

### 9. Responsibility

Take ownership for the things that matter most to you.

### 10. Belief

Honor your values; they keep you on course during tough times.

## Each Theme Fits Into a Leadership Domain

**EXECUTING** themes help you make things happen.

**RELATIONSHIP BUILDING** themes help you build strong relationships that hold a team together.

**INFLUENCING** themes help you take charge, speak up and make sure others are heard.

**STRATEGIC THINKING** themes help you absorb and analyze information that informs better decisions.

# Your Breakthrough to Sales Excellence Starts Here



- 1. Significance**
- 2. Futuristic**
- 3. Individualization**
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No organization can succeed without customers — and you are the most critical component for gaining and maintaining customers. It's your job to create a mutually beneficial relationship between you and your customers over time — and we know the best way for you to attract, retain and build stronger relationships is with your strengths.

Your distinct CliftonStrengths profile sets you apart from every other salesperson. Above is your talent DNA, shown in order based on your responses to the assessment.

## Learn About Your Most Powerful Strengths

The first 10 themes are your most dominant. This report outlines how each of those gives you an advantage in your selling. But to fully understand your talent DNA, you must know that your top five themes — the ones that shine through in almost everything you do — are the *most powerful* of your dominant 10. Take the time to learn more about them.

## Discover Practical Ways to Apply Them

Incorporate your strengths into your day-to-day routine: from prospecting new customers and retaining your current ones to collaborating with your team members and hitting or exceeding your sales quota. *Each theme page includes:*

- **how that theme contributes to your success**
- **how that theme could get in the way of your success**
- **action items that you can implement immediately**

## Use Them

A singular, comprehensive solution doesn't exist in sales. What you need to win in your role is already inside of you. Your specific talents, along with how you use them, is what gives you an edge over your competitors — and regardless of your experience in sales or past successes or failures, using your strengths is the path to creating sustainable sales excellence moving forward.



## INFLUENCING

# 1. Significance

You want to make a big impact. You are independent and prioritize projects based on how much influence they will have on your organization or people around you.

### How This Theme Contributes to Your Success

Your enterprising energy makes you a great fit for a sales role. As an independent spirit willing to take risks, you're a natural influencer who embraces the responsibility of meeting your goals. Your success in sales is fueled by your aspirations, passion and determination to continually excel in hitting — and exceeding — your sales goals.

You aren't satisfied with mediocrity or stagnation, and you want your customers to move forward by investing in their future with your products and services. You want to have a positive impact on customers to help them have better, more successful opportunities with your solutions. Your support motivates them to purchase your product or service with confidence.

You tend to favor successful, high-profile or influential customers because their status brings out the best in you. Decision-makers know who you are, and because they hear you, you move the customer toward your product or service and the possibilities that come with purchasing it. This way of associating with the best is an effective way to overcome obstacles to the deal.

### How This Theme Could Get in the Way of Your Success

- You tend to associate with the most prestigious prospects — but doing so might mean you miss worthwhile but less prestigious prospects. These lesser-known prospects could give you the chance to make a significant difference for those who need your product or service the most.
- You might expect the same drive from others on your sales team and even push them to get there, but not everyone has the same ambitious nature as you. And if someone isn't ready or willing to change, they may feel pressured to meet your expectations or view you as a difficult person to work with.
- You praise others who deserve it and expect the same thing from them. When you feel like someone else has received recognition for your work or that you didn't receive proper credit, you might question the fairness of leaders or those you work with. If recognition becomes your only motivator or a source of resentment, it could affect your long-term prospects.

## ACTION ITEMS

# How to Apply Significance as a Salesperson

*This theme gives you an edge — here's how you can use it.*

- Show your customers the way to achieving higher goals.** When you position your solution as the answer to reaching their goals, your customers will be more successful. Your customers need your inspiration to take the necessary steps and overcome the obstacles to advance. By thinking without limits, you'll motivate your customers to achieve major goals, and you'll get better deals.
- Define how you want to receive recognition next.** Recognition is a powerful incentive for you because it's feedback that lets you know you're on track. Think about the next form of praise you want to receive: a sales target, customer praise, a big bonus, etc. Be specific about what you want, whom you want to get it from and whom you want to know about it. A detailed vision will motivate you the most.
- Start your sales process with the most influential decision-makers.** Getting approval from important decision-makers and stakeholders will improve your performance because you're at your best in front of a discerning audience with demanding expectations. Have a plan to get your message, questions or ideas to the top.
- Look for support from experts in your organization.** Review the steps in your sales process to find gaps in your expertise. You might benefit from help with administrative duties, idea generation, data research or your pitch. Other people's knowledgeable input and skills add value to your process. This is also a good reminder that you don't have to know everything and do everything alone.

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Reflect to Plan for Action

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**What type of valuable recognition are you hoping to receive?**

**Where could you have the most significant impact on a customer's business?**

# Inside Your Report

Your top 10 themes

Instructions for using the report

A resource to help you accomplish your goals

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## Accomplish Your Goals

There's no "one right way" to sell. You'll get the best results by building on who you already are. But talents don't turn into strengths right away; you must continually aim them at your goals and outcomes you desire most. With a commitment to using your strengths, this report becomes the first step you take on the road to successful selling.

Write your most meaningful goal in the center of the circle. Next, think about the themes you can use to achieve this goal to help you answer the questions below.

How will you use your strengths to reach this goal?

How will you know you have been successful?

A theme page for each of your top 10 themes with sales-specific insights, action items and reflection questions