

REPLACING
- THE -
RAINMAKER

WORKSHOPS

KNOW YOUR STRENGTHS

This workbook accompanies the audio workshop. It includes speaker's notes, which summarize the content covered in the workshop. It also includes activities, which you'll complete during the workshop, and a continuing education assignment, which you'll complete after the workshop. The continuing education assignment gives you a chance to apply the theory you learned in a practical setting. At the end, there's a quiz to test what you've learned as well as space to make notes and information on where to go to learn more.

SPEAKER'S NOTES

Learning outcomes

- You'll learn why eight common sales myths aren't true.
- You'll learn how to play to your own strengths when it comes to selling.
- You'll learn about different talent profiles and how you can use your own talents to propel your success.

Know your strengths

- A lot of people have set ideas about selling and most of their ideas are wrong.
- Success in selling isn't about how much experience you have or where you went to school.
- Success in selling is about recognizing your own personal strengths and using them to your advantage.

I'm no salesperson

- Accountants usually don't like to think of themselves as salespeople.
- Yet they're regularly asked to act as a salesperson.
- When pitching a prospective tax client or presenting to an audit committee, they're acting as a salesperson.

Get past your hang-ups

- A staggering percentage of opportunities are lost because accountants aren't willing to ask for new work.
- It's worth it to get past your hang-ups about selling.
- You're costing yourself opportunities.

Draw on your personal strengths

- You don't have to sacrifice how you conduct yourself or how you treat your clients.
- You don't need to become the pushy, dishonest, fast-talking, greedy salesman of your imagination.
- You need to adopt a new way of thinking about sales that draws on your personal strengths.

Myth #1: Education

- It's a common myth that you need an advanced degree to succeed in sales.
- There is no relationship between education and sales success.
- Customers care about whether a salesperson can explain the benefits of a product.

Myth #2: Experience

- It's a common myth that you need experience to succeed in sales.
- There is no connection between experience and results.
- Most sales jobs have relatively short learning curves.

Myth #3: You can sell anything

- It's a common myth that a good salesperson can sell anything.
- Success in sales is situational and not based on innate talents.
- The best salespeople are those who are well suited to their jobs.

Myth #4: The right approach

- It's a common myth that there's a "right" approach to sales.
- There's no single right approach.
- The best salespeople often take wildly dissimilar approaches.

Myth #5: Training

- It's a common myth that training will turn an average salesperson into a great one.
- Training is not a cure-all that will teach any individual how to sell.
- Training helps those with inherent strengths more than it helps poor performers.

Myth #6: Relationships

- It's a common myth that relationships are critical to selling.
- The best salespeople aren't just good at making friends with other people; they're good at influencing them.
- Some people with average people skills are great salespeople because they have a selling process that works for them.

Myth #7: Money

- It's a common myth that salespeople are solely motivated by money.
- Everyone needs to make some money, but few salespeople are in it only for the money.
- There are plenty of non-monetary rewards to selling.

Myth #8: Motivation

- It's a common myth that motivation is all it takes to become a superior salesperson.
- Motivation is important but motivation alone isn't enough.
- Salespeople need to have the right skills and strengths, without those, motivation is wasted.

Play to your strengths

- Recognize your own talents and figure out how to make them work to your advantage.
- The principle applies internally in dealing with colleagues and externally in dealing with clients and referral sources.
- You'll be able to navigate situations so they work to your own advantage.

Your talents shape your world

- Often people fail to recognize the ways that their own individual talents shape the way they act.
- Your talents are responsible for filtering the information your brain receives.
- Your talents influence how you respond.

Make the call

- If you don't like crowds or small talk, you probably won't get much value out of a Chamber of Commerce mixer.
- You'd probably get more business development value out of joining a foursome at a charity golf tournament.
- It's on you to recognize which event will play to your own talents and go with it.

"Discover Your Sales Strengths"

- Purchase the book "Discover Your Sales Strengths" by Benson Smith and Tony Rutigliano.
- The book's thesis is that the world's best salespeople are not characterized by their techniques.
- They share only one common trait: they use their own strengths to excel.

Take the test

- The StrengthsFinder assessment is designed to measure an individual's talents.
- Rather than focusing on flaws, it tells the test taker what unique talents they possess.
- Talents are defined as "people's naturally recurring patterns of thought, feeling, or behavior that can be productively applied."

The achiever

- One of the 34 talent themes is Achiever and many accountants have the Achiever theme.
- People strong in the Achiever theme work hard and have a great deal of stamina.
- They take great satisfaction from being busy and productive.

Study the results

- Print your top five signature themes report and study the results.
- In the appendix of the book, you'll find "sounds like" examples of each of the themes.
- These examples help you identify each theme in the real world.

Chameleons

- Some people will be very dominant in a few themes.
- Others will appear more like chameleons, with their talents spread more evenly across several themes.
- The more dominant a theme is in a person, the greater the theme's impact on that person's behavior and performance.

Lead the charge

- People with the Achiever theme will be constantly driven to perform and outwork others.
- If they're tasked with bringing in new clients, they'll work relentlessly to do just that.
- Once they succeed, they won't rest on their laurels but will keep charging ahead.

Stay focused

- Another common theme among accountants is the Focus theme.
- People with the Focus theme ask themselves every day: Where am I headed?
- People with the Focus theme are good at filtering and prioritizing

Seek harmony

- Another common theme among accountants is the Harmony theme.
- People with the Harmony theme look for areas of agreement.
- They believe there is little to be gained from conflict and try to steer interactions away from confrontation.

Solve problems

- Another common theme among accountants is the Restorative theme.
- People with the Restorative theme love to solve problems.
- They enjoy the challenge of analyzing the symptoms, identifying what is wrong and finding the solution.

Understand the context

- Another common theme among accountants is the Context theme.
- People with the Context theme look to the past to understand the present.
- People with the Context theme sense the underlying structure that persists through past and present.

Do what you do best

- Think about your job and ask yourself: Do you get to do what you do best every day?
- If your answer is an emphatic "yes," chances are you've found a role that's a good fit for you.
- If not, think about what you could do to better align your role with the things you do best.

Study others

- If you can understand other people's talents, you will be able to better evaluate how to sell to them.
- For example, let's say you want to pitch a new initiative to your manager.
- If you know your manager likes consensus, you can get your colleagues behind your idea before you pitch it.

Personalize your pitch

- If instead you call a meeting that devolves into a contentious debate, chances are your manager will nix your idea.
- They're going to see it as a divisive issue that's more trouble than it's worth.
- You presented the same idea in both scenarios, but the way you sold it is what determines the outcome.

The talent in everyone

- A lot of accountants think they don't have what it takes to sell.
- But everyone can contribute to business development success.
- You just have to learn to play to your strengths.

Summary

- Success in sales doesn't depend on the right training, experience or education.
- It depends on being able to recognize and utilize your own strengths and talents.
- Read the book "Discover Your Sales Strengths" and take the Gallup StrengthsFinder assessment.

ACTIVITIES

If you're completing these activities on your own, please write down your answers in your workbook. If you're completing these activities in a group, please write down your answers individually. Then share your responses with up to two other people. Look for commonalities among everyone's responses and discuss any differences.

Activity 1

What strengths do you possess that you can use to your advantage in the business development arena?

Activity 2

Pick a client you recently met with. What strengths and talents do they possess and what might you do/say to tap into those strengths and talents to get the most from a future meeting?

CONTINUING EDUCATION

Complete the StrengthsFinder assessment and run your signature strengths report. Debrief your top five strengths with your business development champion or coach to identify ways to tap into these strengths in the sales process.

QUIZ

1. You don't need to become the pushy, dishonest, fast-talking, greedy salesman of your imagination to be successful in business development.
2. Clients usually don't care that much about how a product or service works, and overwhelming them with too much technical information tends to result in lost sales.
3. The best salespeople aren't just good at making friends with other people; they're good at influencing them.
4. Talents are defined as "people's naturally recurring patterns of thought, feeling, or behavior that can be productively applied."
5. People strong in the Achiever theme don't care how it gets done; they just care that it gets done.
6. People with the Harmony theme don't see value in trying to impose their views on others and are willing to modify their own objectives in the service of consensus.
7. People with the Restorative theme love to draw on the past to better understand the present.
8. If you can understand other people's talents, you will be able to better evaluate how to sell to them.
9. Everyone can contribute to a firm's business development efforts. You just have to learn to play to your strengths.
10. Success in sales is more about the right training, experience and education than it is about being able to recognize and utilize your own strengths and talents.

NOTES

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FOR MORE INFORMATION

For more information about additional workshops, or other Replacing the Rainmaker products and services, please visit ReplacingTheRainmaker.com.