

The Chart Relationship Analyzer

	Level 1: Account Executive	Level 2: Salesperson or Problem Solver	Level 3: Professional Salesperson	Level 4: Sales and Marketing Professional
Level of Trust	Neutral or distrustful	Some credibility	Credible to highly credible; based on salesperson's history	Complete trust based on established relationships and past performance
Goal/Call Objective	To open doors; to "see what's going on"	To persuade and make a sale or to advance prospect through the process	Customer creation and retention; to "find the fit"; to upgrade the client and gain more information	To continue upgrading and increase share of business
Approach and Involvement	Minimal or non-existent	Well-planned, work to get prospect to buy into the process	True source of industry information and "business intelligence"	Less formal and more comfortable because of trust and history
Concern or Self-Esteem Issue	Being liked	Being of service; solving a problem	Being a resource	Being an "outside insider"
Pre-Meeting Preparation	Memorize a canned pitch or "wing it"	Set call objectives; pre-script questions; articulate Purpose, Process, Payoff	Research trade magazines, Internet; analyze client's competition	Thorough preparation sometimes with proprietary information unavailable to other reps
Presentation	Product literature, spec sheets, rate sheets	Product solution for problem they uncover during needs analysis	Systems solutions	Return on investment proof and profit improvement strategies
Point of Contact	Buyer or purchasing agent	End users as well as buyer or purchasing agent	Buyers, end users, and an "internal coach" or advocate within client's company	"Networked" through the company; may be doing business in multiple divisions