



Diamond Assessment Report - Sales

Organisation: Holcroft

Salesperson: Mark Walker

Manager: Dave Serbinov

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Introduction

The Diamond Assessment is a way of measuring the level of the “vital” behaviours exhibited by sales people. It provides a structured way of thinking and acting to achieve company objectives and successful outcomes for customers. It gives individuals and their managers a wealth of information about the vital behaviours required to achieve these outcomes.

The Diamond Model® is a customer engagement model that consists of 4 dimensions:

Insight	The primary contributor to the level of effectiveness achieved when developing proactive Initiatives that deliver Customer Value
Initiatives	The proactive activities that are the key drivers of long-term results and performance
Customer Value	Is measured in terms of financial, functional or emotional (relationship) benefits delivered to the customer
Cadence	(Rhythm) is shaped by Insight, driven by Initiatives and ultimately scored according to Customer Value delivered

The four dimensions determine or drive how Relevant you are to your customers. Relevance is core element embedded within the centre of the Diamond.

Diamond Balance	When you read this report it is important to note how well your Diamond is balanced across the core dimensions, as this is the starting point for any ongoing refinement and development
Diamond Strength	The Diamond strength represents the aggregation of the four Diamond dimensions.

This structured framework will help Salespeople and Managers to think differently, make their jobs a little easier and give greater insight into better ways of working

About Diamond Assessment - Sales

The Diamond Assessment Report - Sales, is based on responses gathered from a Salesperson and their Manager centred on 40 statements which are viewed as comparisons. The Diamond Assessment is a snapshot of how well a Salesperson is executing on a number vital sales behaviours so as to optimise what they do.

The results underscore behaviours on the four dimensions of the Diamond Model®. This engagement framework highlights: Insight, Initiatives, Customer Value and Cadence (Rhythm) with the embedded core essential element of Relevancy.

When a Salesperson responds to the sales statements they are evaluating themselves on two dimensions. The first is on how consistent they are at demonstrating the behaviour and the second is on how effective they are at undertaking this behaviour. This report provides feedback on the Salesperson's assessment and their Manager's assessment, of Consistency and Effectiveness which finally combines together to provide an overall view of sales Proficiency.

The assessment will give a Salesperson a new view of themselves, while at the same time testing the strength of their personal bias. This testing occurs through the validation of their perceptions with those of their Manager.

This report will lead to conversations between a Salesperson and a Manager, that in all likelihood, have never occurred before.

The report gives the opportunity to discuss actions for building on a Salesperson's strengths and actions to develop areas of weakness.

Reading this report

It is important to remember that the report will reflect the way a Salesperson sees themselves against each aspect of the Diamond Model and the balance they believe reflects their ways of working from a both a Consistency and Effectiveness perspective

The report is purposely high in visual components. The main visual components are as follows:

1. Diamond shapes (Strength and Balance)
2. Traffic lights to identify strengths and areas for development
3. Proficiency levels (low, medium, high, outstanding) which graphically show areas of agreement between the Salesperson and the Manager or areas of contention

It will be important that conversations are had with an Accredited Diamond Facilitator in order to fully debrief the results and to agree on the areas where there will be focus to fully assist the Salesperson.

It is important to always start with the Diamond Balance, irrespective of the scores, as the first action any Salesperson needs to take is to do what they can to bring their Diamond shape into balance.

Diamond Strength is an aggregation of all the individual axis strengths. The higher the strength the greater the ability to deliver on customer expectations and ultimately company expectations.

Development Planning

A report like this should have result in practical outcomes and should be seen as very simple to understand, clear "actionable intelligence".

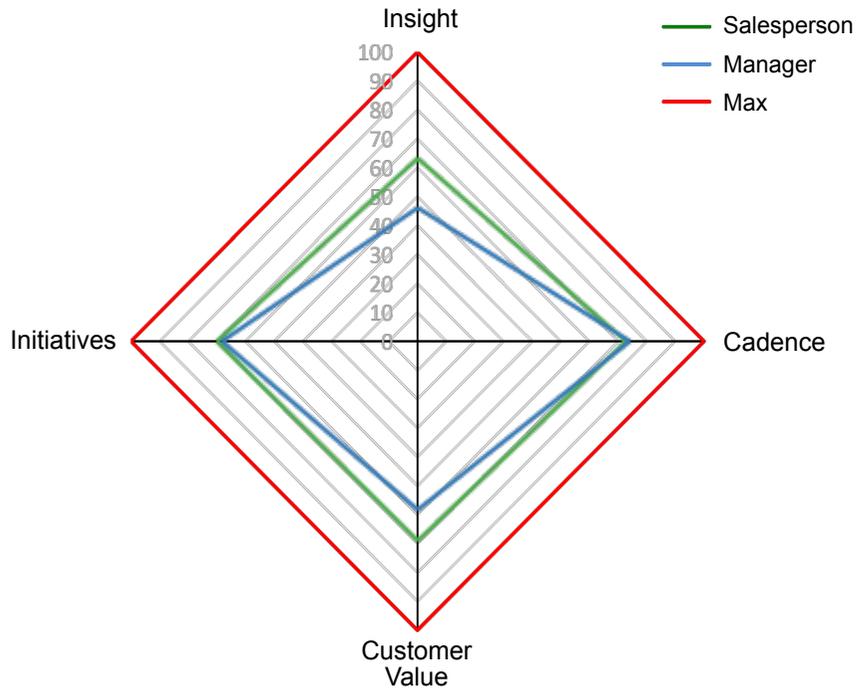
It is important to identify areas of a Salesperson's strengths and come up with some ideas as to how they can leverage from these strengths to improve their performance. It is also important to identify the core areas for development that are believed to have the greatest impact on their performance if they can be addressed and improved.

It is valuable to develop an action plan in writing and review it on a regular basis to track progress.

It will be clear from discussions what behaviours are a priority. It is recommended that particular attention is paid to getting Diamond Balance right first by addressing the dimensions most impacting on the this balance. As greater balance is achieved, relevance to customers will be enhanced and performance will increase.

Once better balance has been achieved it is time to look the actions that will help a Salesperson see further improvement.

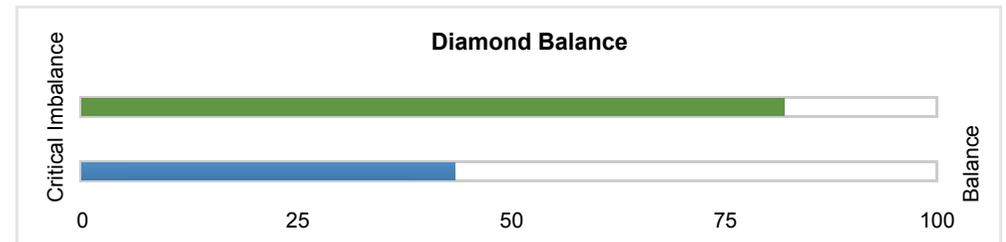
Proficiency

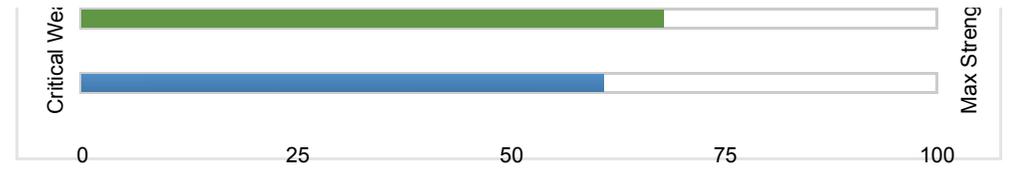


The Proficiency Diamond is very important as it combines all scores from the Consistency and Effectiveness Diamonds, recognising the interdependencies of both on each other.

The shape of the Proficiency Diamond is the basis of determining how balanced someone is in proficiency around the points of the Proficiency Diamond.

The size of the Diamond relative to a fixed maximum is the basis of understanding the strength of proficiency.





Proficiency

Insight Elements

This page focuses on Insight. It is designed to help a Salesperson see their areas of strength as well as the areas that need some development. Their development can be facilitated by leveraging from their strengths and by paying particular attention to the key development areas identified

		Salesperson		Manager
Proactively leading customer conversations to develop a deep understanding of their business and situation	?	High		Low
Taking customer and market information to develop an understanding of relevant patterns and trends	?	High		Medium
Proactively identifying the real needs of customers	?	Medium		Medium
Gathering information from many sources and drilling down to gain a deeper understanding	?	Medium		High
Taking a balanced view of information and using multiple sources to validate this information	?	Medium		Medium
Always looking for the real answers from customers by asking appropriate questions and observing their actions	?	Outstanding		Low
Proactively seeking to understand how the customer perceives you and your company	?	Medium		Low

Agreed behaviours of strength:  Agreed behaviours for development:  Behaviours in contention:  Behaviours in significant contention: 

Proficiency

Initiatives Elements

This page of the assessment focuses on Initiatives. It provides a Salesperson with the detail that will assist them to improve their performance. This can be achieved by leveraging from their strengths and by paying particular attention to the key development areas identified.

		Salesperson		Manager
Proactively working toward solving customer's problems through innovative ideas	?	High		Outstanding
Taking a more strategic view of customers, balancing short and long term needs	?	Medium		Medium
Thinking outside the square when developing ideas or concepts for customers is what is undertaken or sort from others	?	High		Outstanding
Gaining a deep understanding of the competitors offerings' strengths & weaknesses in order to develop ideas to defend or leverage from	?	Medium		High
Developing and presenting solutions that are practical, relevant, achievable and will deliver value to customers	?	High		High
Proactively looking for new opportunities through conversations with customers and through the awareness of market trends and forces	?	Outstanding		Outstanding
Taking action to address customer wants and needs based on sound information and observation	?	Medium		High
Taking a partnering approach to working with customers and internal stakeholders	?	Outstanding		Medium

Agreed behaviours of strength:  Agreed behaviours for development:  Behaviours in contention:  Behaviours in significant contention: 

Proficiency

Customer Value Elements

This page of the assessment focuses on Customer Value. It is designed to provide a Salesperson with some feedback to assist them in improving their performance. It highlights both their strengths and the areas for development. This should be well well-sm understood so they can build on their strengths and focus their attention on the key areas for development.

		Salesperson		Manager
Communicating and then delivering measurable value to customers	?	Outstanding		Medium
Employing beneficial business acumen in customer engagements	?	High		High
Always proactively working towards mutual value for the customer and your organisation	?	High		High
Articulating the value proposition to customers backed up by relevant examples	?	High		Outstanding
Creating a measure of the value in the customer's terms that deliver direct and consequential benefits to their business	?	Medium		High
Personal positioning to be an integral component of the company's value proposition to customers	?	Outstanding		Medium
Developing a deep understanding of the customers' key drivers and measures of success with respect to their organisation	?	High		Medium
An engaging approach with customers to achieve a trusted adviser status	?	High		Medium
Seeking regular and often formal feedback from customers to ensure value is being delivered, measured and communicated	?	High		Low

Agreed behaviours of strength: Agreed behaviours for development: Behaviours in contention: Behaviours in significant contention:

Proficiency

Cadence Elements

This page of the assessment focuses on Cadence. It is designed to provide a Salesperson with some feedback to assist them to improve their performance. This can be achieved by leveraging from their strengths and by paying particular attention to the key development areas identified.

		Salesperson		Manager
Ensuring that priority activities and tasks are delivered in a timely manner	?	Outstanding		High
Ensuring there is a clear (short, medium and long-term) plan at both a business and customer level, that is prioritised yet flexible where necessary	?	Outstanding		Medium
Consistently gathering information from many sources and conducting analysis that leads to deeper insight	?	High		High
Building strong business relationships apart from personal relationships	?	Outstanding		Medium
Working in a planned, consistent manner, to achieve goals through a disciplined approach and the appropriate use of tools and processes	?	Outstanding		High
Acting in a manner which is consistently answerable, responsible and diligent	?	Outstanding		Outstanding
Acting sensitively to the needs of individual people in the customer organisation	?	Medium		High
Operating in an appropriately persistent and assertive manner, both internally and externally to ensure the delivery of real value	?	High		Medium
Focusing on achieving successful outcomes and delivering on promises	?	High		High
Working with relevant metrics to track and improve performance	?	Medium		Outstanding
Demonstrating resilience to the barriers and issues that could negatively impact on delivering value both internally and externally	?	High		High
Developing strong internal relationships to ensure the customers' needs and	?	High		High

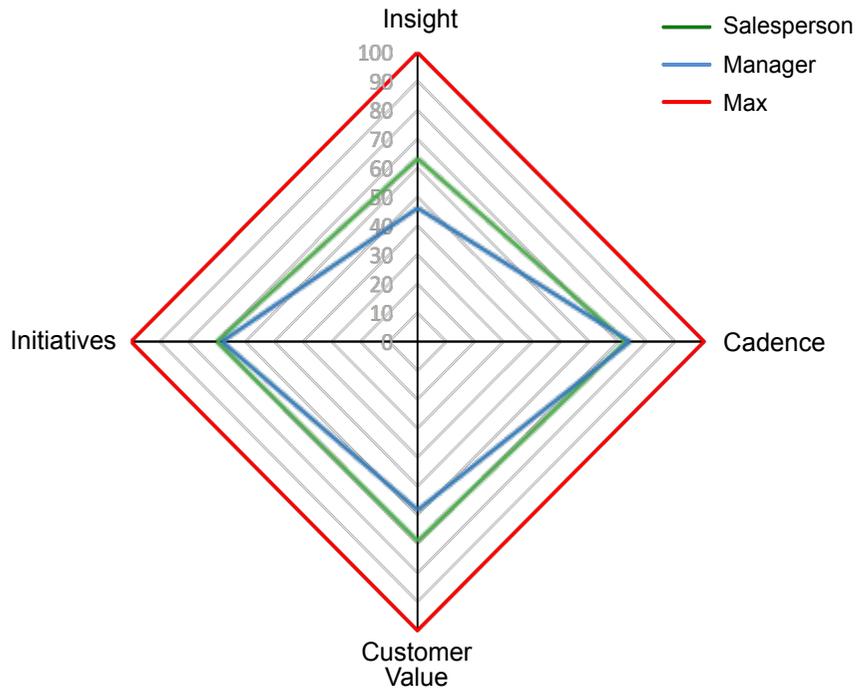
expectations are met

Proficiency

		Salesperson		Manager
Focusing on spending time with the right customers and developing relationships with a broad range of contacts across their business	?	Outstanding		High
Recognising the current status of the customer relationship and being quick to address any issues that may have a negative impact	?	High		Outstanding
Proactively working on responding to customers' needs and wants with a sense of urgency	?	Outstanding		Outstanding
Proactively responding to the ever changing situations both internally and externally	?	Medium		Outstanding

Agreed behaviours of strength:  Agreed behaviours for development:  Behaviours in contention:  Behaviours in significant contention: 

Proficiency Summary



	Salesperson	Manager	Difference
Insight	62.9%	45.9%	17.0%
Initiatives	69.4%	67.6%	1.8%
Customer Value	68.6%	57.9%	10.7%
Cadence	71.9%	73.3%	-1.4%

