

Customer Relationship Inventory



The *Customer Relationship Inventory* is an insightful assessment tool that measures a salesperson's skill levels in terms of *Relating, Discovering, Advocating, and Supporting*, as perceived by the people he or she serves. Participants will receive useful feedback and development planning based on their customers' perspectives.

Customer expectations are heightened every day with the entrance of each new competitor. Your salespeople need to understand what customers want, and then recommend solutions that meet or exceed their expectations. Positive perceptions of your salespeople—in the eyes of your customers—are vital in a marketplace in which customers can replace you with a phone call or the click of a mouse.

The *Customer Relationship Inventory* (CRI) allows salespeople and their managers to gain valuable insight into their customers' perceptions. The feedback can increase a salesperson's motivation to improve selling behaviors and focus positive activities in areas of perceived developmental need.

Details

The CRI is an online, multi-rater assessment designed for salespeople and is distributed to five customers who have recently made a purchase. The results provide participants with personalized feedback and development planning, as well as a basis for management coaching and guiding sales strategy. It can be used as a stand-alone individual diagnosis and planning tool, or as an enhancement to a sales improvement program such as *The Counselor Salesperson*. If used for organization-wide research of all salespeople, consulting and solutions can be developed and implemented. The CRI is a valid, research-based instrument that has been tested and designed by accepted research standards.

Outcomes

The CRI provides a comprehensive, skill-based measurement of the four basic skills of the Counselor Process:

- *Relating* skills enable the salesperson to build credibility and trust with customers.
- *Discovering* skills equip the salesperson to ask effective questions, correctly identify buying motivations, and understand the customer's real needs.
- *Advocating* skills enable the salesperson to make effective sales presentations, recommend beneficial solutions, and effectively respond to buyer resistance.
- *Supporting* skills ensure the salesperson focuses on maintaining customer satisfaction after the sale and fosters long-term customer loyalty.