



Instructions

To determine your approach to selling, identify where you are on the continuum between self-centered to Other-Centered. Place the number “1” under the O or S column based on your general tendency. Total up your score for both columns, and then subtract your S total from your O total to get your overall assessment. Your honest evaluation will help you discover your greatest opportunities for relational improvement.

Focus	Other-Centered	Self-Centered	O	S
<i>Presentations</i>	Every interaction and every presentation is unique. It has to be – because every customer is unique. I focus more on what the other person is hearing versus what I say. So, I am constantly adjusting my message.	I stick to the basic talking points and the standard pitch. I’m just more comfortable with my canned presentation.		
<i>Who chooses whom?</i>	It’s my decision, not the customer’s, to engage in the sales process. I’m the best person to determine if it’s in the customer’s best interest to adopt my solution.	If the customer seems big enough and interested, I’m available.		
<i>Customer’s level of disclosure</i>	The customer reveals guarded information that is rarely shared with others.	The customer typically sticks to the basic business script, keeping it pretty formal.		
<i>Represents the competition</i>	I try to ensure the customer sees our solution in light of the competitive offerings – both pros and cons.	I just focus on what my solution can offer. It’s up to the customer to figure out their options.		
<i>Seek feedback</i>	I try my best to seek and embrace feedback. I can always get better. How can I improve without feedback?	I know what I’m doing, so why do I need feedback? If the deal falls through, it’s because of a company defect or uneducated customer.		
<i>Care about people – beyond the business deal</i>	I look at the person beyond the deal. I genuinely care about them as a human being – regardless of the outcome of the opportunity.	People are either an ally to help me win the deal, or they are a barrier. If necessary, I’ll act interested, but if the opportunity disappears, so does my interest level.		
<i>Focus on the customer’s point of view</i>	For the type of customers I work with, I am very aware of the top three most common drivers to success, their goals, and the typical challenges they face.	I never really think about what’s on the customer’s whiteboard.		
<i>Hunger to learn</i>	I think of myself as a full-time student of my customers. Any time I hear a new term or anything I don’t understand that is remotely related to my customer, I look it up. Or, if I know it doesn’t jeopardize my credibility, I ask the customer about it.	When the customer says something that I don’t understand, I typically ignore it. I can’t be expected to learn about both my business and the customer’s business.		

continued

Chapter 15 |
Other-Centered® Self Assessment



Focus	Other-Centered	Self-Centered	O	S
Expertise	When I talk, people write down what I say. When needed, my success rate in changing the beliefs of the people I work with is pretty high.	I often have to fight to ensure my advice and recommendations are embraced. My success is pretty limited to customers who already agree with me.		
Customer's preferences	I constantly tune in to what is uniquely important to my customers (how they write emails, their attention to detail, their communication style, how they interpret what I'm saying, and what they value) – always doing my best to remember and adjust to what's important to them.	I don't think very much about the unique preferences of my customers.		
Listening	When the customer speaks, I clear my mind, remove my agenda, and focus intently on what he or she is trying to communicate and the "why" behind the message. I believe my follow-up questions should always relate to something he or she just communicated.	When my customer is talking, I find that my mind wanders, or I begin thinking about what to say next.		
Role	If I choose to engage, I own the problem my customer is trying to solve – regardless of what the customer needs or the solution I offer.	I'm available as a resource – to help the customer understand what my solution can do for them.		
Reset compass	Before every meeting, I first remind myself that I am most successful when I put the needs of the customer first.	Before the meeting, I think about what I need to accomplish.		

13-11 = Other-Centered | 10-8 = Other-Centered Tendencies | 7-5 = Needs Work | 4-0 = Self-Centered

