

NAVRAS

9 Distinct mental frames of Customer interaction

The 9 Box Assessment

Name

Date:

Email id:

A sales professional's behavioral preferences drive how the professional approaches a customer and drives the sales conversation. The assessment measures the sales professional's approach on three dimensions which are **concern for making a sale** (proximity to the Product), **concern for organisation or company** (proximity to the Image) and **concern for the customer** (proximity to the Need). These three dimensions create a 3X3 grid or 9 tiles which identify the dominant preference of the sales professional when navigating a sales situation or engaging with a prospect or customer.

Company Oriented:

My job is to **PROJECT** a profitable, robust and a leader's image of my company. I believe this will help me sell the product.

Customer Oriented:

My job is to **RELATE** to the customer who has his own needs and feelings. I can make the sale by responding and relating to the individual as a person.

Loyalty Relationship Oriented

My job is to **BUILD** a long term and strong personal bond with people. I am committed to people within my company and my customer. I believe this will get me the sales.

Routine Oriented:

My job is to **INFORM** customers about my company and our products; the sale will be made if the customer needs it.

Technique Oriented:

My job is to **NEGOTIATE & CLOSE** the deal in my favor using well known and proven sales techniques which I know work well.

Creative Solution Oriented

My job is to sell my company's capabilities and my skills to the customer. I do this by **DEMONSTRATING** how this can help them to find the right solutions for their needs.

Product Oriented

My job is to sell the product, by **PROVING** to the customer that it will be the most suitable product for him.

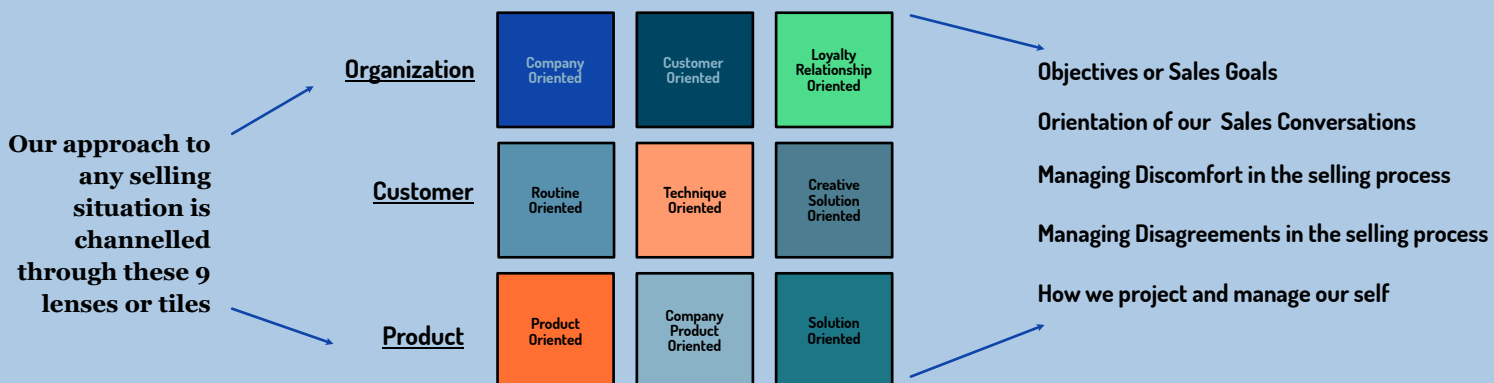
Company Product Oriented

My company's products are the best in line, and my job is to **CONVINCE** the customer about the problems we solve and the solutions we provide.

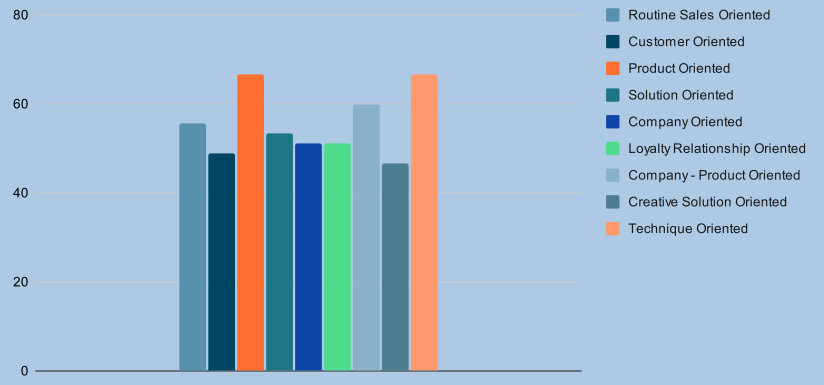
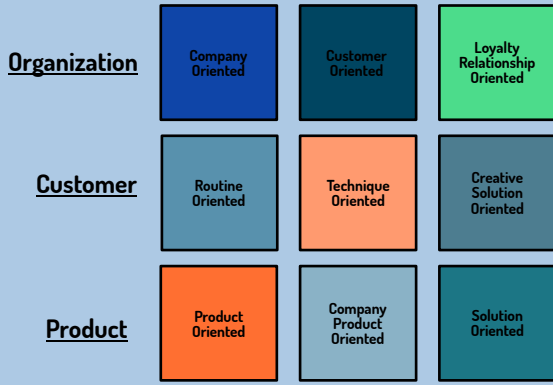
Solution Oriented

My job is to **HELP** the customer find the right product for his needs, and demonstrate how this has helped others to solve their problems.

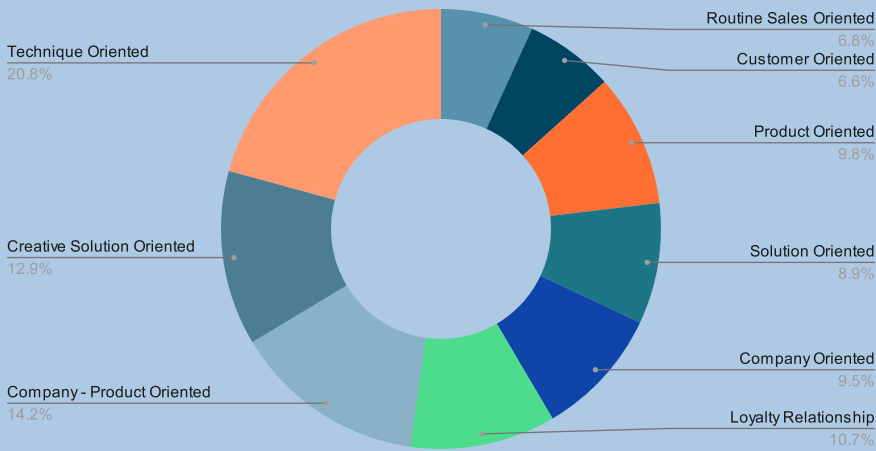
ONE OF THE NINE APPROACHES GET DOMINANTLY USED AND EXPRESSED IN EACH OF THE FIVE KEY AREAS OF SALES INTERACTION.



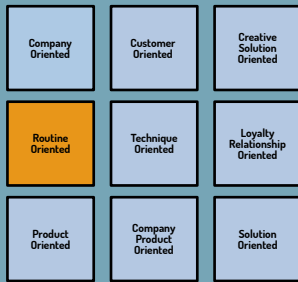
COMPARITIVE STRENGTH OF EACH FACTOR IN YOUR SALES ENGAGEMENT



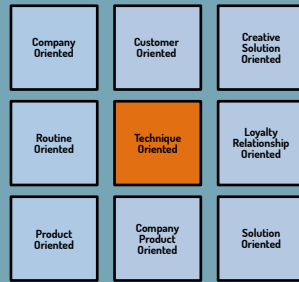
SHARE OF EACH BEHAVIORAL APPROACH IN YOUR SALES ENGAGEMENT



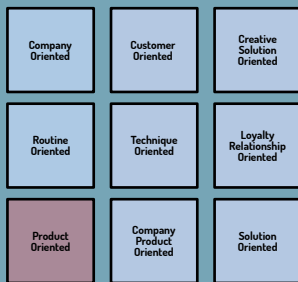
Approaching our Objectives or Sales Goals



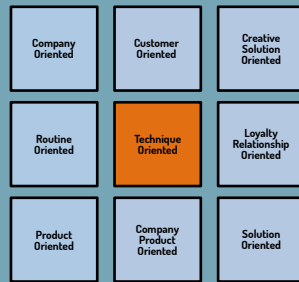
Managing Discomfort in the selling process



Orientation of our Sales Conversations



Managing Disagreements in the selling process



YOUR DOMINANT APPROACH IN EACH AREA

How we project and manage our self

